California State University, Fullerton

Fall 2012

MIHAYLO MAGAZINE

The official news magazine of Mihaylo College of Business and Economics

Cal State Fullerton's new president, Mildred García, and Mihaylo College students

Dean's Report 2010–12

Dean's Message

This issue of *Mihaylo Magazine* takes a look back over the last two years as well as a look ahead to a new era with our recently appointed president, Mildred García. During some of the most challenging budget years, Mihaylo College successfully began a new full-time MBA program as well as an online Bachelor of Arts in business administration degree. We have also opened a new Career Services Center specifically for business students and bolstered the resources of our tutoring center and business advising center through private support from our dedicated alumni and business partners.

We continue to celebrate the achievements and giving spirit of our students and alumni, including Corinne Baughman '84, tax partner with Moss Adams LLP; Manny Ramirez '87, founding partner of Ramirez Jimenez International; and Tam Nguyen '05 MBA, president of Advance Beauty College, who was recently featured on both CNN and NPR.

Our Centers of Excellence continue their outreach to the community through sold-out events, forums and conferences on issues that are straight from the headlines and address the topics that matter to business: SEC regulation, executive compensation, the housing recovery, global trade and economic issues, and, of course, entrepreneurship – this issue showcases our entrepreneurial focus and the people within the business community who help us provide students with an exceptional education and entrepreneurial insight.

Additional private support has led to new professorships for our faculty. Balancing theory and practice is a hallmark at Mihaylo, and our faculty has done just that, publishing in top peer-reviewed journals and providing opportunities for students to work with leading corporations including Google, Sam's Club, Boeing and others.

Take a few minutes to peruse these pages. Titan pride is woven throughout each section, and I, for one, have never been more proud to be part of this institution. I invite you to get involved in a way that brings your strengths alongside ours, so together we will be even more successful.

I look forward to seeing you on campus soon.

Anil Puri, Dean
Mihaylo College
of Business and Economics
California State University, Fullerton

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CSUF President Mildred García is joined by students from the college's Business Honors and MBA programs. Pictured, from left, Paayal Bhakta '15, Daniel Schlutz '13, García, Catalina Botero Soto '13, Andrew Choi '12 and Robert Savosh '14.

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BUSINESS BRIEFS

MIHAYLO

García is Cal State Fullerton's New President

The fall semester began with a new president at Cal State Fullerton: Mildred García joined the CSUF campus in June 2012 and was previously president of Cal State Dominguez Hills beginning in 2007 – the first Latina president in the Cal State University system. She was recently appointed to President Barack Obama's Commission on Educational Excellence for Hispanics, and she has a long history of distinguished service on regional and national boards that help shape educational policy through published reports and their counsel to decision-makers. García has a strong commitment to multicultural alliances and a belief that these coalitions strengthen institutions and communities as well as students' self-development and opportunities. García replaces Milton A. Gordon, who served as CSUF president for 21 years. M

BEST GRAD SCHOOLS
U.S.News & WORLD REPORT
BUSINESS
PART-TIME MBA
2013

In the latest rankings by *U.S. News & World Report*, the Mihaylo part-time MBA climbed 10 positions, and is now ranked No. 111 on the list of 2013 Best Schools, MBA Programs.

COMMITMENT TO COMMUNITY

Mihaylo students volunteered more than 62,400 hours over the last academic year. Above left, members of the CSUF American Marketing Association participated in a Huntington Beach, Calif., coastal cleanup. Above right, the Pi Sigma Epsilon professional sales and marketing fraternity sponsored a food drive for the holidays and donated enough food to feed 10 families for an entire month through the Good Samaritan Center in Fullerton.

Pursuit of Excellence

Mihaylo College welcomed the largest cohort of incoming Business Honors students in fall 2012. Having been accepted after a rigorous application process, the 63 new students are part of the only such program in the region. In spring 2013, the very first group of Mihaylo Business Honors students will graduate.

BUSINESS BRIEFS

MIHAYLO

Top honors: From left, Kira Bruno, FORTIS; Crystal Gosselin '12; Mike Ames, Mihaylo College; and John Jackson, team advisor.

Mihaylo Undergraduate Case Study Is No. 1 In The Nation at SBI Competition

Mihaylo's undergraduate consulting team placed first in the nation at the National Small Business Institute (SBI) competition. The top honor was awarded for the team's case study, which was conducted as part of Professor John Bradley Jackson's Entrepreneurial Marketing class. Their study focused on FORTIS Resource Partners, a leading staffing firm based in Irvine, Calif. "They asked the right questions to analyze my business practices and were attentive to my business challenges," says Kira Bruno, president of FORTIS. "They produced a top-notch business plan for attracting business through the outlets I was seeking to improve." Even better, Bruno was able to put into action a number of the students' recommendations, including aligning the company's brand on its website, LinkedIn and Twitter accounts, and improving awareness among clients.

THE PRINCETON REVIEW BEST 296 BUSINESS SCHOOLS 2013 EDITION

Mihaylo College is a Princeton Review 2013 Best Business School.

Center for Family Business: Expansion and New Name

Serving family-owned businesses in Southern California since 1995, the Center for Family Business is a catalyst for economic and employment growth in the region and has now officially expanded its services north to Los Angeles. "With more than one million family-owned businesses driving the economy in the state of California, the need for an educational resource to enable family entities to grow and prosper has never been greater," says Ed Hart, the center's director. The center hosts monthly workshops aimed at addressing issues that are unique to family-run companies. Formerly named the Family Business Council, the center also provides members with direct access to educational resources and networking opportunities with other family business leaders who have shared interests.

A 2012 Center for Family Business workshop featured speakers, from left, Wing Lam, founder of Wahoo's Fish Taco; Annemarie Dillard, director of Dillard's Inc. department stores; and Dennis Kuhl, chairman of the Los Angeles Angels of Anaheim. The panelists discussed how giving back to the community benefits business.

Accounting Firms Establish Professorships and Fellowships At Mihaylo College

Several accounting firms have awarded Mihaylo College accounting faculty professorships, fellowships and Excellence in Teaching awards. These financial commitments help bridge the gap between the current CSU salary scale and the salary demands for qualified accounting professors. Ernst & Young, KPMG and White Nelson Diehl Evans have funded multi-year professorships, and Ernst & Young and Moss Adams have provided support for annual fellowships and teaching awards. M

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Senatorial Wisdom

California State Sen. Lou Correa, above, who received his economics degree from Cal State Fullerton in 1980, addressed students at the Financial Fitness Summer Institute presented by the Center for Economic Education at Mihaylo Hall in June. The event hosted junior-high students from three local schools along with their parents and was designed to enhance their understanding of personal finances and planning for college. The institute was funded by a grant from U.S. Bank. M

Mihaylo Ranked Top Online Business Program

A leader in online education, Mihaylo's online M.S. in information technology program has been ranked No. 12 in "student engagement and accreditation" and No. 14 in "admissions selectivity" by *U.S. News & World Report* in the publication's list of Top Online Graduate Business Programs. M

TOP SALES

Mihaylo College's Sales Leadership Center has been named one of the top sales centers in North America in 2012 by the Sales Education Foundation. Established just three years ago, the center is recognized for its 90 percent job placement for graduates. This year, the Sales Leadership Center's student team placed second in the ADP role-play competition at the Western States Collegiate Sales Competition at Cal State Chico. Pictured are the winning students, from left, Shastina Sarkhosh '13; Zeina Itani '14; Jason LaManque '12; Chris Kondo, center director; Larissa Franks '12; David Ludden '13; and Ian Thomason '13.

Get In On the Secret: Boomers Are A Booming Market

Advertisers may be ignoring a large, wealthy and potentially loyal consumer market, says Susan Cadwallader, Mihaylo marketing professor. In fact, she adds, "the public in general is often guilty of lumping baby boomers into a mono-market." Boomers are 40 percent of the population and have about $700 billion in spending power, but marketers often focus on a younger demographic. The Mihaylo Marketing Department hosted two recent standing-room-only seminars illuminating the extensive value of this vast customer base as part of the department's 50-Plus Consumer Market Studies program. The next seminar will be held in the spring. For more information, contact Cadwallader, scadwallader@fullerton.edu.

Small Business Development Network Awarded $2.1 Million Grant

"Leading the way for small business success" is the motto of the Orange County/Inland Empire Small Business Development Center (SBDC) Network, and their leadership will continue with a $2.1 million grant from the U.S. Small Business Administration (SBA). Headquartered at Mihaylo College, the SBDC oversees five service centers in Orange, Riverside and San Bernardino counties. "This funding provides dollars for our consultants to work one-on-one with small businesses to help them obtain capital and grow their businesses," says Priscilla Lopez, Regional SBDC director.

Golf Tournament Raises $70,000 for Student Scholarships

Golfers got in the swing and raised $70,000 for student scholarships at the 18th Annual Mihaylo College Golf Classic held in June at Pelican Hill Golf Club.

The tournament attracted golfing aficionados who engaged in networking, entertaining clients and friendly competition. This year's tournament champions were White Nelson Diehl Evans LLP, whose foursome included Ray Kuipers, Craig Sandberg, Brian Vediner and Dave Vediner '78. The Deloitte foursome finished second and the Helpmates Staffing Services foursome came in third. Golf tournament committee members include Richard Becktel '77, Joe Cervantes, Dennis Percell '04 and Dave Vediner.

White Nelson Diehl Evans LLP foursome were the champions at this year's Mihaylo College Golf Classic. Pictured, from left, are Ray Kuipers, Brian Vediner, Dave Vediner '78 and Craig Sandberg.

Tournament Sponsors:

Helpmates Staffing Services, *Title Sponsor*
White Nelson Diehl Evans LLP, *Platinum Sponsor*
Crexendo-Steve Mihaylo, *Garment Sponsor*
Southern Counties Lubricants LLC, *Dinner Sponsor*
R.D. Olson Construction, *Gold Sponsor*

For a complete list of sponsors, visit *business.fullerton.edu/golf.*

MBA Program Snapshot

IN THE CLASSROOM

MIHAYLO

Graduate Degree Programs and Concentrations

Flexible MBA

Concentrations in:

- Accounting
- Business Intelligence
- Economics
- Entrepreneurship
- Finance
- General
- Information Systems
- International Business
- Management
- Management Science
- Marketing
- Risk Management and Insurance

Full-time MBA

Concentrations in:

- Accounting
- Economics
- Finance
- General
- Information Systems
- Management
- Marketing

FEMBA (Fully Employed MBA, Irvine campus)

M.A. Economics

M.S. Accountancy

M.S. Information Systems

M.S. Information Technology (online)

M.S. Taxation

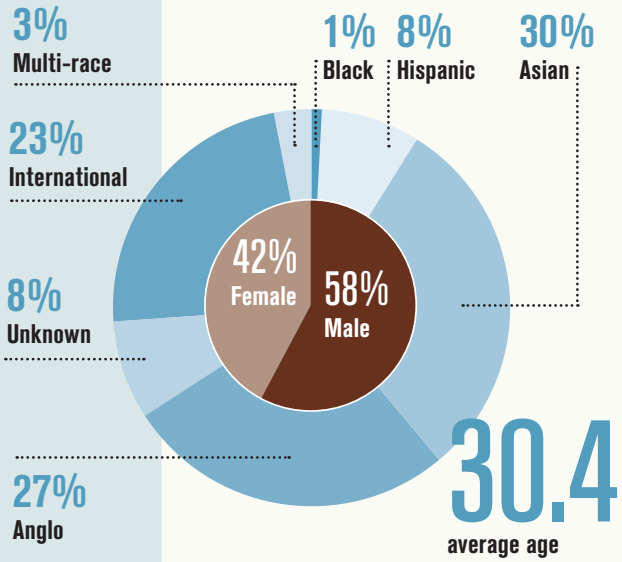
M.S. Taxation (Irvine campus)

3.5
Average years of experience for the Flexible MBA program

7
Average years of experience for the FEMBA/Working Professionals program

1.5
Average years of experience for the Full-time MBA program

Graduate Student Profile



Graduate Program Enrollment

2007-08	2008-09	2009-10	2010-11	2011-12
687	771	782	771	682

Mihaylo MBA Students Explore the Job Market in South America

Seizing the chance to explore a world of possibilities in the global job market, 17 members of the first full-time cohort of MBA students traveled to Argentina and Brazil in January 2012. The group visited organizations in different industries including IBM, Ernst & Young, Barbosa, Müssnich & Aragão law firm, Petrobos (a major petroleum company) and Cognizant (a major accounting/finance/technology outsourcing firm). M

Southern California MBA Career Management Association

'One-Stop Shop' Helps Mihaylo MBA Students Get Jobs

If you're an employer looking to hire the best and brightest MBA students, it used to be that you'd send recruiters out to visit business schools and interview potential candidates. But in a down economy job openings are fewer, and employers have been cutting back on recruiting trips to schools, according to Kate Guerrero, Mihaylo's associate director of MBA Programs, Career Management.

So how do we draw top companies to Mihaylo to meet with its talented MBA students? By joining forces with three other regional business schools – Chapman University; the University of California, Riverside; and Claremont Graduate University. Along with these institutions, Mihaylo has launched the Southern California MBA Career Management Association, a consortium focused exclusively on career services to help address this challenge. "We've combined our resources to bring in employers and speakers," says Guerrero, adding that the four schools in the partnership can now better compete against business schools with much larger career-counseling staffs, amid a climate of declining state resources.

In addition to working together to share the costs of bringing in leading business speakers, like Duke University's Steve Dalton, author of *The 2-Hour Job Search*, the association's primary focus will be on getting top companies on campus to meet with students. "With a challenging economy, the more qualified candidates that employers see on campus, the better the return on their investment on making the trip," Guerrero says. "It is a one-stop shop for employers."

The dates for the consortium's spring 2013 career fair will be announced soon, and current and past Mihaylo MBA students may get more information about consortium events on LinkedIn at Mihaylo MBA Careers at Cal State Fullerton (CSUF MBA). Employers who'd like to learn more about the career fair can email Guerrero directly at kguerrero@fullerton.edu. M

Lorie A. Parch

MBA Students and the Anaheim Ducks Educate Grade-Schoolers

Mihaylo Full-time MBA students volunteered alongside the Anaheim Ducks to teach math and science principles to elementary school children.

Mihaylo MBA students had a new goal – a hockey goal – for a day.

They volunteered at the Anaheim Ducks' 12th Annual First Flight Field Trip in Anaheim in February. Professional hockey players and coaches became teachers to about 15,000 children from all over Southern California who learned about the science and math behind hockey. The demonstrations highlighted the connection between brain and body, and the grade-schoolers learned how much sleep Ducks players need to be at their peak performance, why "brain food" helps players memorize hockey plays, and how players improve reaction time.

Sean McCobb, a first-year MBA student, was responsible for a game designed to demonstrate how memory works and how neural connections are strengthened by repetition. "I led groups of students throwing balls back and forth with distractions in the middle – it was fairly chaotic at times," McCobb says. "The kids were very excited."

"I enjoyed watching the thousands of children in the arena getting pumped up," says Edward Eauttapibarn, also a first-year MBA student. "As a former teacher, I know how important these events are to students."

The MBA students connected to the Ducks' event when Vanessa Lau, president of the MBA Association, met a former Ducks intern who told her of the opportunity to volunteer at the First Flight Field Trip. "I think it's important to give back to the community, especially by supporting education in elementary schools," says Lau. "For many of these kids, this was their only field trip of the year, so we wanted to make it as special for them as possible." M

The Business of the American Dream

In an NPR radio broadcast earlier this year heard across the nation, reporter Karen Grigsby Bates explored California's nail-care industry. She focused on one of the state's largest schools catering to manicure students, Advance Beauty College, in Garden Grove's Little Saigon neighborhood. "Vietnamese immigrants now dominate California's nail care industry and make up a significant percentage of manicurists nationwide," reported Grigsby Bates. During a visit to the college, she said, it was "filled with dozens of young women chattering away in Vietnamese as they work on clients' hair and nails."

Advance Beauty Salon is co-owned by Mihaylo MBA alumnus Tam Nguyen '05, and the college has become very well known among Vietnamese immigrants. "Our school is unique in that we offer a large manicuring program," explained Nguyen to Grigsby Bates. "Most private beauty colleges don't have one, just because, from an owner's perspective, the margins don't make sense." But the Nguyen family has made perfect sense of focusing on what students need: a program taught in the Vietnamese language that allows them to get the education and credentials they need to enter the job market quickly.

When he was a baby, Nguyen's parents (his father was a navy commander) fled Vietnam after the fall of Saigon in 1975. When the family immigrated to the United States, Nguyen's mother became a manicurist, and she and her husband worked to create a school. Nguyen is now the second generation to run the beauty college, and he is extremely proud of his identity and the role it plays in his family, work and community. However, he took a detour along the way: To please his parents, Nguyen earned a medical degree, but, reported Grigsby Bates, "on graduation day, Nguyen handed his diploma to his parents and told them being an M.D. was their dream – and running their beauty college was his." When his parents retired in 1999, he and his sister, Linh, who earned a Mihaylo business degree in 1997, took over the family business.

"My sister and I know our business degrees were a great investment," says Nguyen. "My most memorable experiences at CSUF were with the team projects consulting for businesses with my classmates. I especially enjoyed networking with students from so many different countries."

Tam Nguyen '05 MBA

In June 2012, California state Sen. Lou Correa honored Advance Beauty College as Small Business of the Year during California Small Business Day in Sacramento. "Being Vietnamese-American has allowed me many opportunities, including the honor of serving as president of the Vietnamese American Chamber of Commerce, being interviewed by CNN and NPR and speaking at multiple university and corporate events," says Nguyen. He also founded Mihaylo's Vietnamese-American MBA alumni organization, is a member of Mihaylo's Executive Council, served as CSUF Alumni Association president and has traveled numerous times to Vietnam with university delegations, which he was instrumental in organizing.

More than 25,000 students have graduated from Advance Beauty College, and the Nguyens are planning to open another campus. The business formula seems to be working right alongside the career aspirations of so many of their immigrant students who are, as stated by NPR's Grigsby Bates, "nailing the American dream."

MBA STORIES

Our MBA turns 50, and we want to celebrate with your stories!

Half a century – that is a lot of MBA graduates – and we want to hear your stories. Send us your college-day anecdotes – both in class and out. What was the MBA experience like in the '60s, '70s, '80s and '90s? What were the most important lessons you learned? Experiences that shaped your career? We also want to know about your business career: What have you done? Where have you been? What's your best advice? What has your MBA meant to you? We'll keep in touch with information about a reunion event. In the meantime, tell us all about you! Email us at MihayloBusiness@fullerton.edu.

Undergraduate Program Snapshot

IN THE CLASSROOM

MIHAYLO

Undergraduate Degree Programs and Concentrations

B.A. Business Administration

Concentrations in:

- Accounting
- Joint Accounting and Finance
- Joint Accounting and Information Systems
- Business Economics
- Entertainment & Tourism Management
- Entrepreneurship
- Finance
- Information Systems
- Joint Information Systems and Marketing
- Management
- Management Science
- Marketing
- Risk Management and Insurance

Minors in:

- Business Administration
- Economics
- Entrepreneurship
- Information Systems

B.A. Economics

B.A. International Business

Concentrations in:

- Chinese
- French
- German
- Japanese
- Portuguese
- Spanish

Undergraduate Program Enrollment

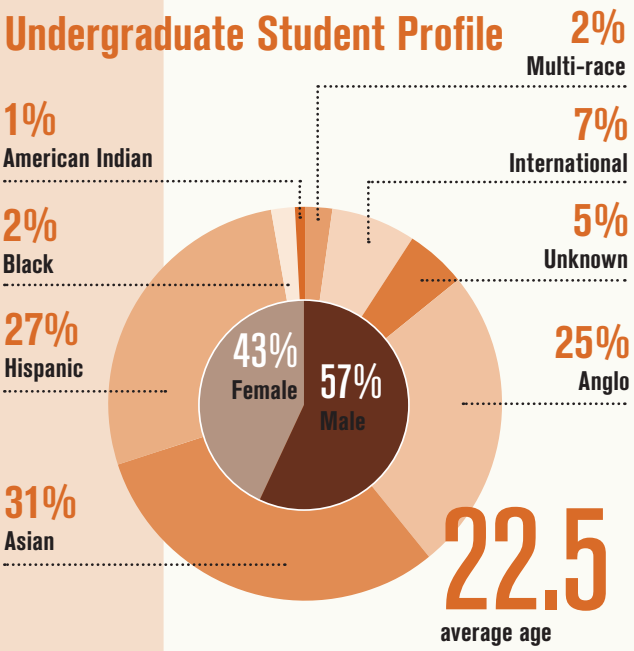
2007-08	2008-09	2009-10
7,734	7,824	8,054

Bachelor of Arts in Business Administration Degrees Awarded by Concentration

	2007-08	2008-09	2009-10	2010-11	2011-12
Accounting	318	361	413	377	377
Business Administration	9	1	12	20	24
Business Economics	22	15	17	30	22
Entertainment & Tourism Management*	0	39	55	61	80
Entrepreneurship	58	67	68	62	58
Finance	471	526	464	425	401
Information Systems	60	66	55	87	72
Management	275	262	293	292	329
Marketing	259	294	266	290	274

*New program begun in 2008

Undergraduate Student Profile



2010-11	2011-12
7,620	7,508

Pursuit of Excellence

Two Outstanding Student Honorees

One moved to Japan to start her career and another came to the United States from China to begin his; both Miou Taniguchi '12 and Xiaochen Guo '12 were recognized for their academic excellence and named Mihaylo's Outstanding Students of the Year.

"The biggest factor in choosing both of these students for this honor was how well each balanced school and extracurriculars," says Dennis Percell '02, assistant vice president and senior private banker at Wells Fargo and member of the Outstanding Student selection committee. "Miou is a strong individual with attention to detail. She is a go-getter. Xiaochen is very goal-oriented. He came in for the Outstanding Student interview a day after his wife had a baby. That shows how important it was to him."

Taniguchi graduated summa cum laude with a double major in Japanese and international business and works in Japan at Notori, a furniture company. Guo graduated magna cum laude with a bachelor's degree in business administration and concentration in finance and plans to become a portfolio manager. He would like to pursue an MBA at Massachusetts Institute of Technology.

From left, Dennis Percell '02, Outstanding Student selection committee member; Xiaochen Guo '12 and Miou Taniguchi '12, Outstanding Student honorees; and Mihaylo College Dean Anil Puri.

Three Mihaylo students presented an award-winning marketing plan around the theme "Increasing Sam's Club Market Penetration of the Latino Population." Pictured are, from left, Shaun Vasquez '12, Susana Carmona '12, team adviser Christopher Anicich and Lizbeth Martinez '13.

Team Effort Brings National Win

How would you market a national retail chain in order to encourage more Hispanic families to shop there?

For three business administration majors, deriving the answer was simple: What would get their families to go there? What would they seek in the way of products and merchandise?

The hard work and ingenuity of Susana Carmona '12, Lizbeth Martinez '13 and Shaun Vasquez '12 snagged the trio $20,000 in prize money as one of five winning teams in a recent Hispanic-Serving Institution Scholarship Competition sponsored by Sam's Club. Their winnings amounted to $15,000 in scholarship funding for the students and $5,000 awarded to the university.

The competition was open to teams of full-time sophomores and juniors from universities designated Hispanic-Serving Institutions by the U.S. Department of Education. Each team was tasked with developing a marketing plan around the theme "Increasing Sam's Club Market Penetration of the Latino Population."

"We used our family perspectives to help us consider what Sam's Club should do to reach more of the Hispanic market," says Martinez, an accounting major. "I also posted a 'status' asking my friends their opinion of Sam's Club on Facebook. The simple question became a discussion that included friends from all over the country. I received more than 50 comments."

For their marketing plan, "we focused on marketing in California, but we believed the plan could be used for various regions," says Carmona, an international business major. She adds that the team also looked at the type of products sold and how the stories were promoted in areas with sizable Hispanic populations.

"We also talked to club employees about the store, its products, pricing, etc.," says Vasquez, who studied accounting and finance. "One thing we believe is that few in the Hispanic community realize how easy it is to get a membership at Sam's Club – informing the public would help the store become more inclusive."

"I'm very proud of what our team was able to accomplish and hope that we can work with Sam's Club on other projects that will provide real-world experience for our students," says Christopher Anicich, lecturer in marketing who assembled the team from students in his Principles of Marketing class. "It turned out to be an amazing experience for all of us." M

New Career Center Opens for Business

State-of-the-art help for jobs and internships now complements Mihaylo's tutoring and academic advising resources.

Mihaylo College's new Career Services Center is a high-tech resource for job hunting, career guidance and internships for undergrads.

Finding a job has never been easy, but it's definitely one of those tasks in life that's been transformed by the digital age: Instead of pounding the pavement we fire off a resume to dozens of employers with a click. Paper resumes have morphed into QR codes. An informational interview is as likely conducted via Skype as it is in person. And now, the new Mihaylo Career Services Center, which debuted in Mihaylo Hall at the start of the fall 2012 semester, has become a resource for state-of-the-art job hunting and career help for undergraduate business students.

"It's the centralized hub for all the career-development-related activity throughout the college," explains Lauren Klentak, senior career consultant and manager of the new center. Services include career workshops; postings for job and internship openings; and news and events from Mihaylo clubs – ideal complements that round out existing student support in academic advising and tutoring.

The new center is also a direct response to a request by the college's accrediting body, the Association to Advance Collegiate Schools of Business International, to offer more career and academic advising for students, adds Klentak, who in her new role will focus on building connections with employers. She also hopes more students will think about their career earlier during their time at Mihaylo. "Students can definitely come in any time in their studies," she says. "I'd like to introduce them to the idea of creating a personal brand and a career marketing campaign, as opposed to just writing a resume," reflecting current trends in careers and work.

Mihaylo College's Tutoring Center covers five subject areas and is made possible through a mix of private support and a state grant.

Mihaylo's Expanded Advising and Tutoring Support

In addition to job and career help, business students who need academic advising and tutoring will still find plenty of support, says Emeline Yong, assistant dean for student affairs at Mihaylo. "We have up to 12 student staff to tutor foundational business classes, which include accounting, business writing, statistics, economics and finance." Tutoring can now be done via Skype, too, says Yong – a huge help to students who would find it difficult to travel to the center; the online tutoring program was funded by a mix of private funding and a state grant.

Academic advising services are also available to juniors and seniors in the college, adds Yong, noting that while there are now even more resources for Mihaylo students than ever before, the focus is the same for all: "The college is committed to making sure we're helping to improve student retention and graduation rates," she says. "So the message to students is that they should leverage these opportunities. Make sure you know what the services are and how you can get help."

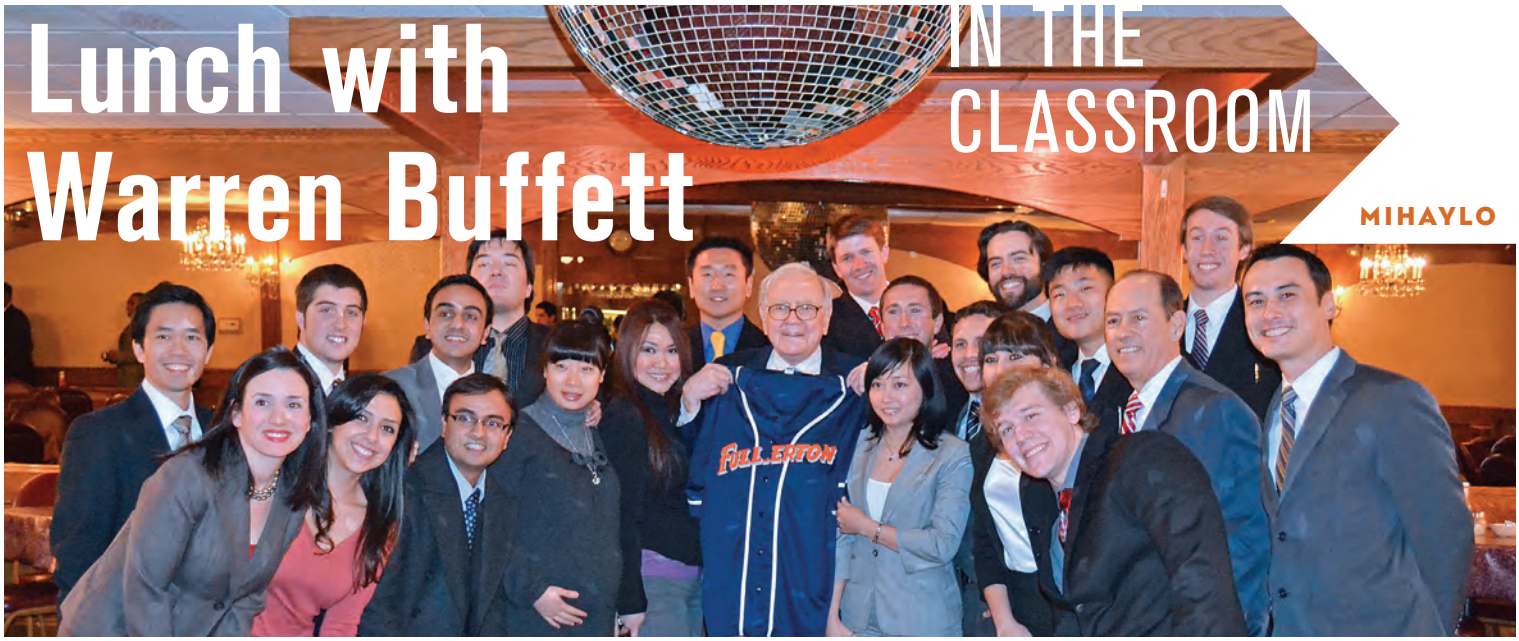
For more information about Mihaylo Student Services, go to business.fullerton.edu/studentservices. M

Lorie A. Parch

Lunch with Warren Buffett

IN THE CLASSROOM

MIHAYLO



Mihaylo students traveled to Omaha to attend a two-hour question-and-answer session and dine with Warren Buffett, chairman, Berkshire Hathaway Inc.

They have studied his businesses, his philosophy and his background, but now Titan business students have had lunch with billionaire Warren Buffett, chairman of Berkshire Hathaway Inc.

In January, 19 Mihaylo students traveled to Omaha to attend a two-hour question-and-answer session and dine with Buffett.

The visit came about through the efforts of graduate student Parth Bhatt, who attended Berkshire Hathaway's annual meeting in 2009 and then approached company officials to get a group of his fellow students invited to one of six question-and-answer sessions Buffett holds annually. Bhatt's persistent efforts finally landed Mihaylo students a seat at the table this year.

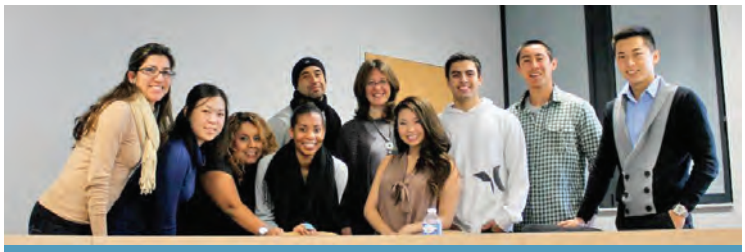
"I am a huge fan and was always interested in meeting him in person," says Bhatt, who began attending Berkshire's annual meetings as an undergraduate. "I hope this opportunity continues so future CSUF students will have the opportunity we had."

"The visit gave students the opportunity to ask questions of one of the most famous, successful and forward-thinking American investors in the history of the United States," says Joseph Greco, lecturer in finance who traveled to Omaha with the Mihaylo contingent. "Meeting Warren Buffett was the equivalent, politically, of meeting a former and successful American president."

The daylong program began with students taking a tour of the Nebraska Furniture Mart, known as the nation's largest home-furnishings store, which was purchased through a handshake and two-page written agreement between Buffett and founder Rose Gorelick Blumkin in 1983. Following the tour, they made their way to Kiewit Plaza, where the Titans joined students from other universities at the question-and-answer session.

"As we were all eagerly waiting, Warren Buffett simply strolled in through the back of the room with no escort and no introduction," says accounting major Neda Ghafaourian '13. After listening to Buffet's presentation, Ghafaourian adds, "His passion for business was contagious."

"You could not find a warmer person in the cold winter of Omaha," says finance major John Kisling '12. "Listening to his optimism about the future was very refreshing given the negativity and concerns of present day. The main message I took from Mr. Buffett, which I think applies to everyone, was to follow your passion, no matter what." M



Global Exposure

A group of Mihaylo Business Honors students, above, traveled to France and Belgium in January 2012 to explore foreign business practices. They attended lectures about the Euro and the global financial crisis at Audencia School of Management in Nantes, France. Each of the students also completed two consulting projects. The first project focused on facilitating maritime trade between the port of Nantes and the U.S. port authority. The other project aimed to assist Chéreau Carré winery owner Bernard Chéreau, below, with increasing imports to the United States. M

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MIHAYLO ENTREPRENEURSHIP

The curriculum and instruction at Mihaylo College is focused on providing our students with the knowledge and tools that are highly applicable in the real world. With that in mind, we have intentionally created an environment that fosters entrepreneurial business pursuits. We offer extraordinary opportunities both inside and outside the classroom for our students to explore their business ideas. Our strong and active connection with the business community and our award-winning Center for Entrepreneurship ensure that our students have the instruction, tools, mentors and hands-on experiences they need to grow their very own business ventures.

Doug Sproal:

There's apparently truth to the old axiom "You don't know what you don't know," which allows for unbridled ingenuity and innovation.

"One of the problems with the student perspective, and also one of the benefits, is that they have no boundaries," says Doug Sproal, CEO of two successful Orange County companies, Anaheim-based Cobra Systems and A1 Webcams, headquartered in Yorba Linda. "In business as a CEO, you tend to have boundaries that have been created from past experience." He suggests that there is a great advantage in hearing fresh voices that are not limited by that experience and the carefulness that may come with it. "Many of the projects in both of my companies today have been as a result of CSUF entrepreneurship students coming in and pushing the boundaries."

Sproal knows exactly what it takes to make it as an entrepreneur. In the nearly seven years since he first started working as a mentor with the Small Business Institute (SBI) at Mihaylo's Center for Entrepreneurship, he's not only coached many budding business owners, he's also been so impressed with the quality of the school's graduates that he's given a few of them jobs. "A1 Webcams has hired three former students, and Cobra Systems has hired probably four," says Sproal, whose daughter, Olivia, is a 2009 Mihaylo business administration graduate. He notes that one of the most valuable traits he sees is the tremendous technological awareness of Mihaylo students.

Innovation – core to Mihaylo's values – is a particularly strong suit for the college, Sproal adds. "Innovation is a common characteristic when we're in a classroom with a group of students who are doing a new business plan or a new business review," says Sproal. "They're all looking for something that's different. The kids are challenged to be innovative, to provoke a different thought, resolution or process to come up with a solution. That develops their entrepreneurial spirit."

And while students clearly benefit from this long-time leader's real-world experience and entrepreneurial wisdom, Sproal gets a lot from his involvement, too. "Without question, I have learned from the students."

Sproal sees only more possibilities ahead for the program he's contributed to since 2005. "The exciting thing about working with Mihaylo College is that the best is still to come," he says. "I've seen some great projects and worked with some great kids, but I can't help but feel that it's a really stimulating environment, and it's only going to get better." M

Lorie A. Parch

MIHAYLO

No Boundaries

Doug Sproal, below and above center, has not only coached many budding business owners, he's also employed Mihaylo students and alumni, including Samantha Stuber '13 and Matt Erickson '05, above.

Helpmates CEO Dan Struve '71 built his own successful business and works to ensure the future of entrepreneurship through Mihaylo College's programs and students.

Entrepreneurial Style

By Lorie A. Parch

Dan Struve has no trouble remembering the exact date of his graduation from Cal State Fullerton: January 22, 1971. Once you know more about Struve's extraordinary experience as a business administration student at CSUF, it's not hard to appreciate why the date continues to hold such meaning for him: It signaled the start of a professional life for which he'd already worked incredibly hard. "You could break down my college life into three sections: one as a student and an athlete; water polo was what got me to CSUF," says Struve. "Another was as one of the few 20-year-olds with a wife and a baby."

The last part of Struve's college life was work – specifically, the three jobs he held as a student to pay the bills, including working at a liquor store, cleaning commercial offices, and what he calls "the best job," as a Los Angeles County lifeguard at Manhattan Beach. "If you've ever seen 'Baywatch,' I trained on that boat," says Struve, who remains an avid surfer and water enthusiast.

As the long-time founder, chairman and CEO of the Helpmates Group of Companies, an Irvine, Calif.-based professional staffing firm with expected revenues of $50 million in 2012, Struve had a strong grounding in entrepreneurship thanks to his time at CSUF and, in particular, instruction from professors like Irene Lange.

"For a senior class project, one professor helped us figure out how to get a job; he took you through the whole process," Struve recalls, adding that at the time of his graduation the United States was in a recession, so jobs were scarce and his January graduation date further hampered him. While students were supposed to be limited to six interviews with on-campus recruiters, Struve followed a tip from the professor: Stand in the hallway between interviews, and if a student doesn't show up for a scheduled interview with a recruiter, step in and take the empty seat. "I had 25 interviews," says Struve with a laugh, and he started his first professional job and graduated from CSUF on the same day. "I wore the same suit from the job to the commencement ceremony."

An Entrepreneur at Heart

Not every business owner starts out their career at his or her own shop, of course. Struve's post-graduation job was at a Fortune 50 company, where he stayed for eight years, though he was soon itching to go solo. "I always knew I wanted to be in my own business. But my father told me to stay a few more years, learn more, and make mistakes on their dime, not my own," says Struve, who followed his dad's sound advice. Having worked for Smith Corona, the former typewriter and mechanical calculator manufacturer, Struve saw how Japanese industry destroyed that market with their dominance in electronics. He took away an invaluable lesson: "I wanted to get into a business that couldn't be blown out with technology," he says. "My business is enhanced by technology, but it isn't controlled by technology. It is still people dealing with people."

In 1978, Struve made a life-changing move to open the West Coast

Dan Struve '71 stands next to the donor wall in Mihaylo Hall. One of his gifts to the college named the Daniel C. Struve '71 Family Foundation Center for Entrepreneurship Suite.

offices of a staffing business, the beginnings of what would enable him to create Helpmates. "I got to do a start-up and manage profit and loss, which I had never done before," he says. "That gave me the confidence to really branch out."

Helpmates now has five locations in California, allowing Struve to get very close to the goal he set for himself back in the early '80s: "My vision was to be in the top quartile of regional staffing businesses in Southern California." And it's no mistake that Helpmates has not gone national, though Struve says he gets that question often. "I saw many professional peers climbing the career ladder at the expense of family relationships," says Struve, who's been married for 44 years and has two grown children and three grandchildren. "When I get on a plane it's to go on vacation, not to go to work."

The chance to direct his own life has been perhaps the single biggest driver on Struve's road as an entrepreneur. When asked what that often-used word means to him, he sums it up simply: "Options. I look at entrepreneurship from the perspective of choices," he says. "When I worked for a Fortune 50 company, I had operating instructions; they said, 'here are your marching orders.' As an entrepreneur, no one hands you that, except for banks and investors. You can decide what to focus on and how to execute. It is the excitement of having control of your options and ultimately the accountability of your results that drives me every day." M

Quick Q&A

Mihaylo: What advice do you wish someone had shared with you when you were a new entrepreneur?
Struve: Surround yourself with seasoned business advisors and other CEOs – while attorneys and accountants can be very important, my experience indicates that the advice and counsel of other CEOs, like I experienced in the Young Presidents Organization (YPO), is invaluable and is the most important thing I continue to do to expand personally and professionally. My only regret is that I did not discover this opportunity until 1989, nine years after starting my business.

What are the most important factors in your success?
First and foremost, the complete support of my family, led by my wife, Bobbie, is the most important element. Without their support, the long hours, significant financial risks and ebb and flow of outside economic factors might have been simply overwhelming. Also important is the tremendous dedication and commitment of our employees to our company vision, values and mission as well as our company commitment to "Do what we say we are going to do."

What's the outlook for your industry – staffing firms – now that the economy is showing signs of recovery?
Right now, what's called "contingent staffing" – the category of temporary, part-time, and contract workers – makes up 1.8 percent of the labor force. Industry projections through 2017 indicate that could grow to 3 percent, which would expand total staffing revenue from $85 billion to more than $150 billion. Our vision is to continue to be one of the dominant regional players as the contingent employment penetration expands, and to expand our specialty businesses of accounting and finance, IT, health care, international trade, office services and human resources.

Why do you devote so much time to the Center for Entrepreneurship and Mihaylo College?
As a beneficiary of several early CSUF mentors, I try to give back and make a difference for the next generation of entrepreneurs and business executives. Our company executives and I participate in numerous aspects of the business school as well as the Center for Entrepreneurship. Several examples include: mentoring the Business Honors students studying marketing in securing employment opportunities; serving on volunteer business panels judging undergraduate and MBA students' business plans; providing paid marketing internships at Helpmates; and making a financial investment in an office suite for the Center for Entrepreneurship and sponsoring a classroom in Mihaylo Hall as part of Mihaylo College's building campaign from 2002 to 2008. We are also the title sponsor of the Mihaylo College Golf Classic, which over the years has raised more than $700,000 for scholarships and classroom technology.

ENTREPRENEURSHIP

MIHAYLO

Entrepreneur Helps Mihaylo Startups Take Off

For most entrepreneurs, coming up with a great idea is the easy part of launching a company. It's pulling together all of the IT, legal, marketing and other pieces of the business puzzle that prove to be the challenge. Three Mihaylo College entrepreneurs recently got a big boost, thanks to Michael Sawitz, an Orange County entrepreneur and investor, who says: "Our mantra is 'start now.' We're trying to lower the barrier to entry so more people can start their businesses."

In May 2012, Sawitz's startup incubator, FastStart.studio, awarded prizes to three Mihaylo student-founded businesses – Gamer Comps, StatRev Technologies and Tank Skinz – to help these projects get off the ground. The first-prize winner, Gamer Comps, an online community that enables video game players to compete against each other for money, won $54,000 in services to launch and run their business.

As a result of his positive experiences working with students through Mihaylo's Center for Entrepreneurship student-consulting program, Michael Sawitz awarded prizes to three Mihaylo student-founded businesses through his start-up incubator, FastStart.studio.

Sawitz decided to support Mihaylo students after twice being a client of a student consulting group in the Center for Entrepreneurship's (CFE) Small Business Institute program. "I've worked with lots of consultants in my prior careers, and there's a real difference between the usual consultative approach versus the coaching and mentoring approach, which Professor John Jackson employs," explains Sawitz. "There's much more listening involved and trying to understand where people are coming from and helping them craft a solution for their business problem." In fact, Sawitz was so inspired by CFE leaders Jackson and former CFE Director Michael Ames – "They are extraordinary individuals," he says – that it drove him to sell his company of 26 years and create FastStart.studio.

FastStart.studio is a 4,500-square-foot space in Irvine, Calif., intent on bringing to market early-stage companies across all business verticals. "Most incubators focus on technology only, but we are open to product and service concepts," what's called mixed-use, explains Sawitz, whose title is CEO, which stands for Chief Enthusiasm Officer – something this founder takes to heart. "I love working with people who've never been in business, helping them, surrounding them with best practice, and they choose what they want to do," Sawitz says. "The folks who are coming to the incubator are so excited; they're getting a chance to bring their ideas to life. That puts a smile on my face."

Another differentiator is that FastStart.studio doesn't take equity or a percentage of ownership in the companies that go through its program, nor are founders obligated to pay back any costs.

A second competition for CSUF students is in the works, says Sawitz; look for more information on the Center for Entrepreneurship site at business.fullerton.edu/centers/cfe.

Lorie A. Parch

What do Center for Entrepreneurship (CFE) students say was the single most valuable experience of their college career?

"The student consulting project in the CFE program."

Big Ideas

First-ever business plan contest awards thousands to budding entrepreneurs

Last April, three big-thinking entrepreneurs won thousands in the Center for Entrepreneurship's first-ever business plan competition, the brainchild of Professor John Bradley Jackson, the center's director. "Our goal was to reach across the campus and to involve other colleges," says Jackson, a professor of entrepreneurship and marketing. "The idea of creating a business plan and pitching it is already part of the entrepreneurship curriculum, so we wanted to create a forum for all of the student population."

The inaugural contest attracted about 140 entries, including students from engineering, arts and humanities, as well as Mihaylo College. All types of businesses were encouraged, says Jackson. "We had both MBA and under-

The Center for Entrepreneurship Turns 10!

As the Center for Entrepreneurship (CFE) enters its second decade, we take a look at some of the center's impressive numbers:

10
years of graduates

100+
veteran entrepreneurs who volunteer in CFE classes every semester

140
student consulting projects conducted every year by CFE students for businesses

2,000+
businesses helped by CFE student consulting projects

180
full- or part-time entrepreneurship majors

25
businesses are launched by CFE students annually

10
national Championships for the Small Business Institute (SBI) award

21
Years in the SBI's awards top 10

50+
SBI awards won by Cal State Fullerton and Mihaylo College for outstanding student consulting to business owners

$0
amount the CFE gets from the state; the center is self-sustaining, through program fees, donations and corporate sponsorships.

Win Big

graduate students represented. We wanted to give students as much freedom as possible to create and innovate, and that's exactly what we got; no two ideas were alike."

Tank Skinz, which makes clever, colorful "skins" to disguise unattractive water heaters, took first place.

That's clear simply looking at the contest's top three winning ventures: Tank Skinz, which makes clever, colorful "skins" to disguise unattractive water heaters, took first place and $3,000 in cash and $5,000 in services. The second-place winner was Astral Infiniti, creator of the patent for a solar-powered unmanned air vehicle; and third place went to SP ZAP, a form-processing solution for businesses.

Jackson says that a second business-plan competition, including "boot camp" workshops to learn the basics of creating a plan, is in the works for spring 2013; for more information, contact the Center for Entrepreneurship at http://business.fullerton.edu/centers/cfe.

Lorie A. Parch

What's in a slogan?

Memorable Brands' Slogans Share Three Common Elements

We all know them: "Have it your way." "I'm lovin' it!" "Good to the last drop." "Just do it." "The ultimate driving machine." They're the slogans linked to some of the biggest brands in the world: Burger King, McDonald's, Maxwell House, Nike and BMW.

"You have the brand name, logo and slogan – these are the typical elements companies use to communicate whatever they want about a brand," says Sunil Thomas, professor of marketing at Mihaylo. "The name is important, but with the slogan, you can directly communicate the message."

That makes choosing a slogan very important, adds Thomas, who, with Chiranjeev Kohli, also a Mihaylo marketing professor, and Rajneesh Suri, an associate marketing professor at Drexel University in Pennsylvania, has co-authored research in the *Journal*

of Advertising Research. The professors' study answers the question of what, specifically, makes a slogan memorable. In other words, why do some slogans – like Campbell's "M'm! M'm! Good!" – stick with us, while others fall into oblivion?

"Cities and companies spend thousands of dollars to come up with slogans," Thomas says, citing the example of "What happens in Vegas, stays in Vegas," a well-known branding success story. "It's such an important part of a brand, but companies are often not sure what to do with it."

That's why Thomas and Kohli decided to research the specific elements that make a slogan easy for consumers to remember, which greatly increases the brand's value or "equity." They started by asking 220 people which slogans they could remember. "Three things matter," sums up Thomas. "The first is length: The shorter the slogan, the better recall people had in our research." Nike's well-known "Just do it." tagline – the No. 1 most-recalled in the study – is a perfect example. And Nissan's current tagline – the company uses the single word "Shift" – takes this "short and sweet" advice to its extreme.

The second factor linked to better slogan recall: How much money had been spent to advertise the brand name and slogan. Probably not surprisingly, the bigger the advertising budget, the more likely people were to remember a company's slogan (also sometimes called a tagline).

And the third factor? "How many years a company stayed with their slogan," Thomas says. Longer was better, they found in their research. "Switching slogans may not be an effective strategy," he adds, since customers can get confused. The professors' research revealed that the average age of a slogan with high recall among consumers was 28 years, and some – like Maxwell House's "Good to the last drop" and Morton Salt's "When it rains, it pours" – have been around for many decades.

When it comes to building awareness of a brand, there's one thing business owners probably don't need to worry about doing: creating a catchy jingle. "I wouldn't say ignore this, but make sure the three main things – choose a short slogan, put money behind it and stick with it over time – are in place," says Thomas. "And jingles can increase the likeability of a slogan, which is what our next study will be about: how to make a slogan likeable." M *By Lorie A. Parch*

to the last drop"

"Have it your way"

machine"

MIHAYLO

Mihaylo's Talented Thought Leaders: Faculty Make A Difference Inside and Outside the Classroom

At Mihaylo College, our faculty members are not only enthusiastic teachers and mentors; they are leading theorists and practitioners in their disciplines providing ground-breaking research. They are guiding and provoking thought, conversation and action on the prevailing trends at state, national and international levels. Featured below are some of these scholars.

Shaun Pichler, *Management*

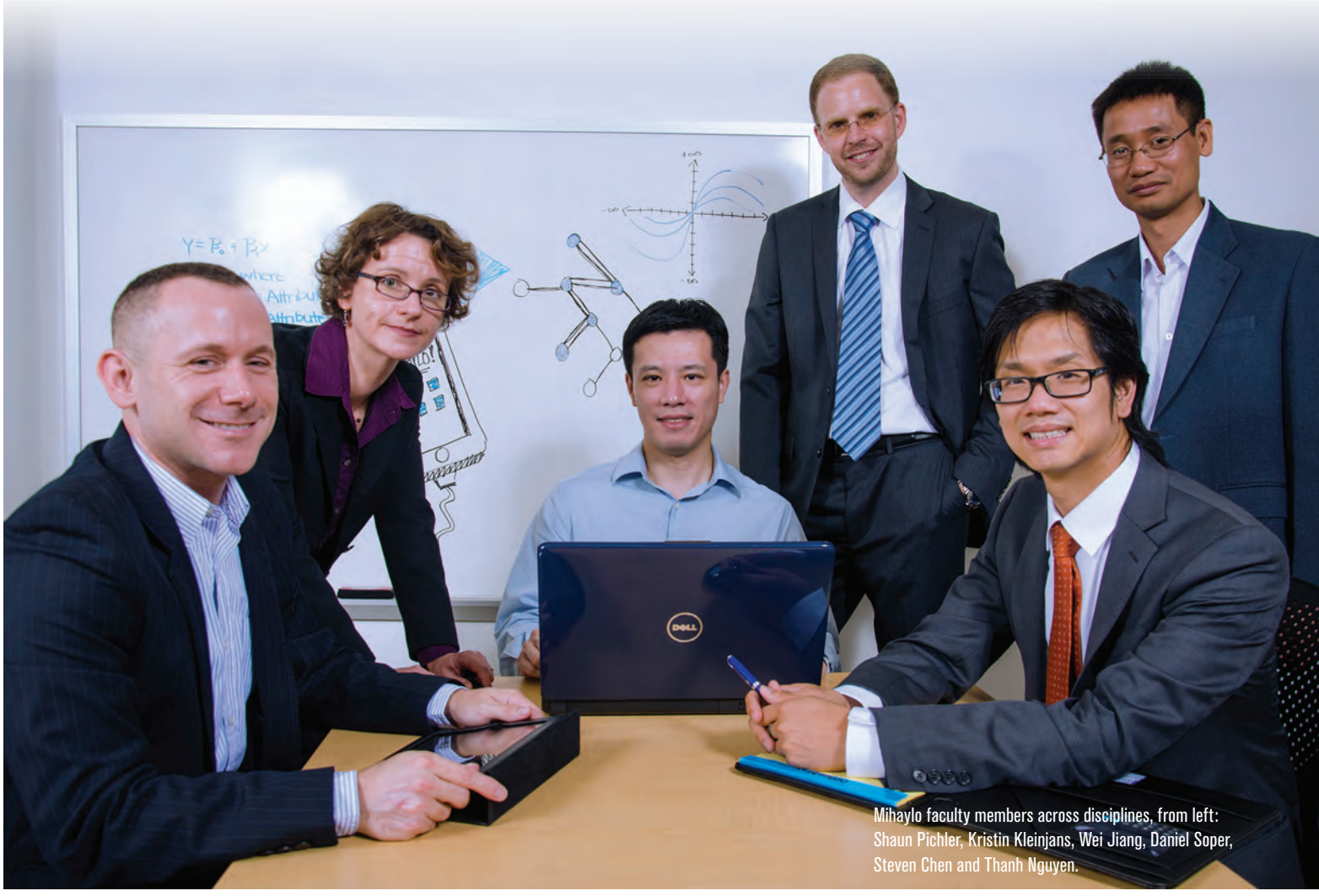
Shaun Pichler is an associate professor of management and earned his Ph.D. in human resources management from Michigan State University. He has 30 refereed publications and has been cited by the U.S. Congress as well as a variety of other professional outlets, and his research has been funded by the Graduate Management Admissions Council among others. Pichler is active in the Academy of Management, serves as a reviewer for a variety of prestigious journals and is actively involved at CSUF. He joined Mihaylo in 2009 specifically because of its focus on teaching excellence and is committed to student success.

Kristin Kleinjans, *Economics*

Kristin Kleinjans is currently studying the reasons why women and men choose different occupations. An assistant professor of economics, she has prepared a new upper-level undergraduate course, Behavioral Economics, and the class will discuss not only traditional economic theories but also new interdisciplinary approaches to improve our understanding of the way people make decisions. Kleinjans earned her Ph.D. in economics at the University of Pittsburgh and has been with Mihaylo since 2009. Asked what she enjoys doing away from teaching, she responds: "More research!" Her work has been published in *Economics Letters* and other top journals.

Wei Jiang, *Accounting*

Recently awarded the Moss Adams Faculty Research Fellowship, Wei Jiang is an associate professor of accounting, and his research interests include financial reporting, corporate governance, auditing, and accounting information systems. Jiang has also been published in multiple highly accredited publications including: *Journal of Banking and Finance*, *Advances In Accounting*, *Research in Accounting Regulation*, *International Journal of Auditing*, *Accounting and Finance*. Jiang earned both his Ph.D. and MBA in accounting and information systems at Rutgers University, and earned his B.A. in economics at Fundan University.



Mihaylo faculty members across disciplines, from left: Shaun Pichler, Kristin Kleinjans, Wei Jiang, Daniel Soper, Steven Chen and Thanh Nguyen.

Daniel Soper, *ISDS*

Originally a sociology major, Daniel Soper found that he was instead a natural at information systems and decision sciences. An assistant professor of ISDS, Soper earned his Ph.D. in information systems from Arizona State University and has been with Mihaylo since 2008. He appreciates the diversity within Mihaylo College, and says: "This college is a microcosm of what the country will eventually be like as a whole." Soper has developed and authored a number of software applications that are freely accessible on his personal website. He recently created financial calculators for finance and accounting and has maintained the software programs over time. His most recent publication was in the *Communications of the ACM*, co-authored with Mihaylo colleague Ofir Turel.

Thanh Nguyen, *Finance*

Inspired by his parents who were college professors, Thanh Nguyen earned his Ph.D. in finance from the University of Utah. As associate professor of finance, Nguyen's teaching specialties are investments, financial modeling and corporate finance. His research interests include executive compensation, investment, corporate finance and market microstructure. Nguyen is a citizen of Vietnam and is trilingual -- speaking English, Russian and Vietnamese. He has published in a top finance journal and founded a small consulting and trading firm in Moscow, Russia.

Steven Chen, *Marketing*

Now entering his fourth year at Mihaylo, Steven Chen earned a B.A. in studio arts and a Ph.D. in marketing from University of California, Irvine. An assistant professor in marketing, Chen's research has been published in a number of notable journals, including *Journal of Marketing Management*, *Journal of Business Research* and *Journal of Product Innovation Management*. He has several other research papers both under review and accepted for publication. Asked what he likes best about teaching, Chen said, "When I see my students applying what they learn, it tells me I have done my job." M

Leading Scholars in Their Field

Mihaylo College faculty authored or co-authored a number of research articles published in top-tier, peer-reviewed journals in the last two years. Here are selected publications by these authors:

Accounting

Jianxin (James) Gong
"Real Options in the Motion Picture Industry: Evidence from Film Marketing and Sequels,"
Contemporary Accounting Research, VOLUME 28.

Economics

Kristin Kleinjans
"Family background and gender differences in educational expectations,"
Economics Letters, VOLUME 107.

Finance

Yi Jiang
"The Influence of Governance on Investment: Evidence from a Hazard Model,"
Journal of Financial Economics, VOLUME 102.

Finance

Thanh Nguyen
"Are All CEOs Above Average? An Empirical Analysis of Compensation Peer Groups and Pay Design,"
Journal of Financial Economics, VOLUME 100.

Information Systems and Decision Sciences

Ofir Turel
"Integrating technology addiction and use: An empirical investigation of online auction users,"
MIS Quarterly, VOLUME 35.

Management

Shaun Pichler
"Workplace social support and work-family conflict: A meta-analysis clarifying the influence of general and work-family specific supervisor and organizational support,"
Personnel Psychology, VOLUME 64.

Marketing

Susan Cadwallader
"Frontline Employee Motivation to Participate in Service Innovation Implementation,"
Journal of the Academy of Marketing Science, VOLUME 38.

FACULTY

MIHAYLO

Rahmatian Appointed Associate Dean

Morteza Rahmatian, professor of economics, was appointed associate dean for academic programs and faculty development for Mihaylo College in June 2012. Rahmatian had previously served as the chair of the economics department. He joined Mihaylo in 1988, and his research has focused on applying economic theory to environmental valuation, notably in Iran. He has also organized a series of seminars designed to assist policy makers in understanding and using economic methods to address environmental problems. M

Morteza Rahmatian, professor of economics

IN MEMORIAM

The Mihaylo Community lost an impactful veteran professor when Joseph Sherif passed away in January 2012 due to complications from lung cancer. Sherif, who was a faculty member of the Information Systems and Decision Sciences Department for 26 years, will be remembered fondly for his dedication as a teacher and colleague. He is survived by his wife, Ellen, and three children. M

MIHAYLO WELCOMES

ECONOMICS

Gabriela Best joins Mihaylo College as an assistant professor of economics. Her primary fields of research include macroeconomics, monetary economics and time series econometrics. Her research experience includes a dissertation internship with the Research Division at Federal Reserve Bank of St. Louis. She was previously an assistant professor of economics at Missouri State University. Best earned a Ph.D. in economics from the University of California, Irvine, in 2010.

Fang Zhang joins the college as an assistant professor of economics. Her research interests include macroeconomics, monetary economics and applied econometrics. She specializes in teaching money and banking, macroeconomics and econometrics. She was honored with The Ohio State University Fellowship from 2006 to 2007. Zhang earned a Ph.D. in economics from The Ohio State University in 2012.

Lori Muse, associate professor of management

Lori Muse: *Unleashing Potential*

Inspiring. Sincere. Passionate. That's how students describe Lori Muse, who joined the faculty in 2008 and received the 2012 Outstanding Faculty award. "Teaching is what led me to make the career change from public accounting to higher education."

Muse's teaching philosophy employs an active learning approach in which students discuss how concepts can be applied in the business world and explore material through role play, debates, case studies, written individual and team assignments, and team projects and presentations.

According to Gordon MacLean '86, chair of the award's selection committee, chief among her accomplishments is her role in developing and championing the Mihaylo Leadership Academy for the full-time MBA program.

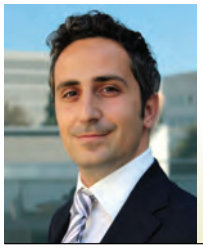
Muse earned her Ph.D. in management from Auburn University, and her research is on global work-life/work-family issues. She has published in various journals including *Journal of Organizational Behavior*, *Journal of Vocational Behavior* and *Community, Work and Family*, and she is also the winner of a 2009 Outstanding Paper Award presented by the Academy of Management.

6 NEW FACULTY

INFORMATION SYSTEMS & DECISION SCIENCES

Vahideh Sadat Abedi joins Mihaylo as an assistant professor in ISDS. Her research interests are focused on addressing the operational challenges of a new product or service introduction caused by short product lifecycle, competitive pressure and demand uncertainty. She served as the co-president of Rotman Ph.D. Student Association from 2010 to 2011. Abedi will earn a Ph.D. from the Rotman School of Management, University of Toronto, in 2012.

MANAGEMENT



Lorenzo Bizzi joins the college as an assistant professor in management. He started in 2005 at Bocconi University in Milan and taught at McGill University. In 2006, he was awarded the Quebec Excellence Scholarship for foreign Ph.D. students. He published his work in relevant academic journals, and he consulted for several multinationals and governmental agencies. Bizzi earned a Ph.D. in strategy at HEC Montreal (Joint Doctoral Program McGill, HEC Montreal, Concordia University, UQAM) in 2012.

Kalin Kolev joins Mihaylo as an assistant professor in management. His research is focused on managerial decision-making and firm risk-taking. In particular, he draws on behavioral decision theory and agency-based perspectives to study why and when managers undertake strategic actions and how those actions affect organizational performance. He has published in *Strategic Management Journal*. He earned a Ph.D. in strategic management from Michigan State University.

MARKETING

Yuna Kim joins the college as an assistant professor in marketing. Her research interests consist of firm/consumer collaboration in new product development, social media, and branding strategies. Her dissertation has won numerous awards, including the 2011 PDMA Research Competition, 2011 PDMA-UIC NPD-Innovation Dissertation Competition and 2011 SMA Dissertation Proposal Competition runner-up. Kim earned a Ph.D. in marketing from Indiana University in 2012.

Jianxin (James) Gong

Vivek Mande

Myungsoo Son

Accounting Faculty Awarded Professorships

Three Mihaylo accounting faculty members were recently awarded professorships: Jianxin (James) Gong was appointed KPMG LLP Professor of Accounting; Vivek Mande, was named the White Nelson Diehl Evans Professor of Accounting; and Myungsoo Son was named Ernst & Young LLP Professor of Accounting.

FACULTY UPDATES

DEPARTMENT OF ACCOUNTING

Jianxin (James) Gong

Wei Jiang

Hung-Yuan Lu

Jianxin (James) Gong, the KPMG LLP Professor of Accounting, joins the Center for Corporate Reporting & Governance as associate director. **Glen Hatton** and **Randy Hoffman**, lecturers in accounting, were both recognized for Excellence in Teaching by Ernst & Young LLP. **Wei Jiang**, associate professor of accounting, was named the Moss Adams LLP Research Fellow. **Hung-Yuan Lu**, associate professor of accounting, was named the Ernst & Young LLP Faculty Fellow. **Vivek Mande**, the White Nelson Diehl Evans Professor of Accounting, was consulted by the *Journal of Accountancy* for his expertise in International Financial Reporting Standards (IFRS).

DEPARTMENT OF INFORMATION SYSTEMS AND DECISION SCIENCES

Pawel Kalczynski

Mabel Kung

Ofir Turel

Pawel Kalczynski, professor of ISDS, authored "A Discrete Model for Optimal Operation of Fossil-Fuel Generators of Electricity" published in the *European Journal of Operational Research*. **Mabel Kung**, professor of ISDS, authored "Determining targets for multi-stage adaptive tests using integer programming" published in the *European Journal of Operational Research*. **Ofir Turel**, professor of ISDS, is a co-recipient of the 2011-12 Mihaylo College Scholar Award.

FACULTY

MIHAYLO

DEPARTMENT OF ECONOMICS

Radha Bhattacharya

Rokon Bhuiyan

David Wong

Radha Bhattacharya, professor of economics and director of the Center for Economic Education, was awarded a $150,000 grant from the U.S. Department of Health and Human Services' "Assets for Independence" initiative in support of U.S. Bank's Economic Empowerment Program for financial literacy. Research by **Rokon Bhuiyan**, assistant professor of economics, was published in *Economica*. California's Riverside County renewed a grant to **Adrian Fleissig**, professor of economics, for his forecasting and economic outlook research through the year 2015. **Kristin Kleinjans**, assistant professor of economics, co-authored "An Economic Analysis of Identity and Career Choice" published in *Economic Inquiry*. **Francis Mummery**, lecturer in economics, was named Mihaylo College's Outstanding Part-time Faculty. **David Wong**, professor of economics, has been appointed to a three-year term as the chair of the department.

DEPARTMENT OF FINANCE

Yi Jiang

Zhenguo Lin

Weili Lu

Joseph Greco, full-time lecturer in finance, was selected as a speaker, mediator and conference leader at the August 2012 seminar for Crowd-Funding sponsored by the Irvine Chamber of Commerce. **Yi Jiang**, assistant professor of finance, is one of two recipients of the Mihaylo College Scholar Award for 2011-12. **Michael LaCour-Little**, professor of finance, was once again recognized as Academic of the Year by the Orange County Chapter of the Institute of Real Estate Management (IREM). **Zhenguo Lin**, professor of finance, has been named the associate director of Mihaylo's Real Estate & Land Use Institute. **Weili Lu**, professor of finance and director of the Center for Insurance Studies, was recognized by the Insurance Industry Charitable Foundation for the growth and achievement of the insurance program at Mihaylo College and her outstanding leadership.

DEPARTMENT OF MANAGEMENT

John (Jay) Barbuto

David Obstfeld

Atul Teckchandani

John (Jay) Barbuto, associate professor of management and director of the Center for Leadership, serves as the president of the Midwest Academy of Management. In addition, he received the 2012 Mihaylo College Innovative Teaching Award. "Creative Projects: A Less Routine Approach Toward Getting New Things Done," by **David Obstfeld**, associate professor of management, was accepted for publication by *Organization Science*. **Atul Teckchandani**, assistant professor of management, co-authored the paper, "Becoming an Expert: Transfer and Generation of Expertise in Student Consulting Process," which was selected as the Outstanding Field Report Paper at the Association of Management conference in August 2012.

DEPARTMENT OF MARKETING

Allen Broyles

Susan Cadwallader

Howard Forman

Christopher Anicich, lecturer in marketing, served as faculty advisor to the national award-winning team of three Mihaylo business administration students in a Sam's Club sponsored competition. **Allen Broyles**, associate professor of marketing, received the 2012 Outstanding Paper Award from Emerald Literati Network for his research entitled, "Customers' comparative loyalty to retail and manufacturer brands." **Susan Cadwallader**, associate professor of marketing, served as president of the Marketing Educators' Association for 2011-12, during which time she oversaw the group's 36th Annual Conference in Long Beach, Calif. **Howard Forman**, associate professor of marketing, received the 2012 Mihaylo College Service to Students Award.

MIHAYLO BUSINESS NETWORK

MIHAYLO

Jay Hanson,
Public Company Accounting
Oversight Board (PCAOB)

SPOTLIGHT:

Center for Corporate Reporting

Mihaylo's Center for Corporate Reporting and Governance (CCRG) may have an impressive title – and even more impressive accomplishments – but its roots, says its founder, were simple. "We created it in 2002 in a Starbucks," says Vivek Mande, Ph.D., the White Nelson Diehl Evans Professor of Accounting. "The idea was that it would serve as a resource for firms in Orange County and provide research and opportunities for faculty and students. It has grown in ways I had not envisioned when we started the center." Indeed, the CCRG now puts on an annual Securities and Exchange Commission (SEC) conference that draws more than 450 leaders in corporate reporting and governance, and brings to Southern California regulators from Washington, D.C. This is tremendously important for local corporations, says Mande. "Firms in Orange County can get a first-hand report from the regulators on all the rules and policies coming out of D.C.," which can dramatically affect how they do business.

A few years ago, the CCRG decided to build on the success of the SEC conference, held annually in September. "We have now broadened our reach and are organizing our third conference on CEO compensation," says Mande. The invitation-only event is attended by leading CEOs and board members. The 2010 conference debuted a landmark partnership between the center and the prestigious Forum for Corporate Directors. And, Mande says, the CCRG has become a go-to source for journalists reporting on corporate reporting and on CEO compensation, a very hot topic. "With all the global uncer-

At the podium, below, Greg Njoes, PricewaterhouseCoopers; seated, from left, John McCoy, Securities and Exchange Commission (SEC); Laura McCracken, SEC; Craig Olinger, SEC; and Lewis Ferguson, Public Company Accounting Oversight Board (PCAOB).

and Governance

tainty now, setting CEO pay is even more of a challenge," he adds. "You want to keep a CEO and reward him or her, but you don't want to overpay."

A decade of hard work and Mande's early vision have grown the CCRG into a trusted source on key topics that business leaders need guidance on in an ever-changing economy. "I was recently interviewed by the premier accounting journal. And we've cemented a relationship with the SEC and regulators in Washington, which is something unique," says Mande. "People in this community know what CCRG stands for." M

Lorie A. Parch

The Securities and Exchange Commission (SEC) Conference presented by Mihaylo's Center for Corporate Reporting and Governance (CCRG) is attended by more than 450 corporate leaders annually. Pictured, from left, are Betty Chavis, Mihaylo accounting department chair; Gary Wilson, PricewaterhouseCoopers; Vivek Mande, CCRG director; and Jim Moloney, Gibson Dunn & Crutcher.

Centers of Excellence

Mihaylo College's Centers of Excellence are popular and valuable hubs for resources, research and education: The centers address a variety of needs and issues in the community and provide an array of services to local businesses and government sectors. These premier organizations also provide academic and practical learning environments for Mihaylo business students.

Center for Corporate Reporting and Governance
Vivek Mande, *director*
business.fullerton.edu/centers/ccrg

Center for Economic Education
Radha Bhattacharya, *director*
business.fullerton.edu/centers/econcenter

Center for Entrepreneurship
John Bradley Jackson, *director*
business.fullerton.edu/centers/cfe

Center for Family Business
Ed Hart, *director*
csuffamilybusiness.com

Center for Information Technology and Business Analytics
Rahul Bhaskar, *director*
informationintelligence.org

Center for Insurance Studies
Weili Lu, *director*
centerforinsurancestudies.com

Center for International Business
Neil Kuritzky, *director*
business.fullerton.edu/centers/cib

Center for Leadership
Jay Barbuto, *director*
business.fullerton.edu/centers/leadershipcenter

Entertainment & Tourism Management Center
Harold Fraser and **Kim Tarantino**, *directors*
business.fullerton.edu/centers/E&TM

Institute for Economic and Environmental Studies
Mira Farka and **Anil Puri**, *directors*
business.fullerton.edu/centers/iees

Real Estate and Land Use Institute
Michael LaCour-Little, *director*
Len Lin, *associate director*
business.fullerton.edu/finance/relui

The Sales Leadership Center
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business.fullerton.edu/centers/sales

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leadsbdc.org

Small Business Institute
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business.fullerton.edu/centers/cfe/sbi.htm

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MIHAYLO BUSINESS NETWORK

MIHAYLO

Center for Insurance Studies Board of Directors

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Ralph Winter, 1019 Entertainment

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Ernest Schroeder '67, Schroeder Asset Management
Robert Taylor '67, The REMM Group
Sandra J. Vaughan-Acton '84, Cal Poly Pomona Foundation Inc.
Brenna Walraven, USAA Real Estate Company
Dana White, Bank of the West

Events

Mihaylo College hosts an expansive roster of guest speakers and topics; join us at one of our many events – both academic and social – and meet the business world's impressive leaders and explore industry's big questions. For a complete list of events throughout the year, visit: business.fullerton.edu/events.

18th Annual Economic Forecast Conference

The 18th Annual Economic Forecast Conference was presented by Mihaylo College and the Orange County Business Council on Oct. 25, 2012, at the Hyatt Regency Irvine. Mihaylo Dean Anil Puri, pictured left, and Mira Farka, associate professor of economics, shared their economic outlook for the nation, Southern California and Orange County through Mihaylo's Institute of Economic and Environmental Studies. Andrew Cecere, vice chairman and chief financial officer, U.S. Bancorp, provided insight on the economy and potential financial growth. The event title sponsor was U.S. Bank.

2013 Midyear Forecast

The Midyear Economic Forecast update will be presented in April 2013. The 2012 update was sponsored by CommerceWest Bank, and pictured at that event above, from left, are Scott Coler '85, Capital Pacific Real Estate; Bill Ross '75, '80, Insurance Industry Charitable Foundation; Dean Anil Puri, Mihaylo College; Mira Farka, Mihaylo College; and Ivo Tjan '99, CommerceWest Bank.

Leading by Example

Mihaylo College's Leadership Conference in May examined some of the most important themes employers are interested in, including proactive ethics, recruitment and retention, and managing Generation Y. Held at Cal State Fullerton's Irvine campus, guest speakers pictured below, from the left, included Rob Reindl, senior vice president, human resources, Edwards Lifesciences; Julie Fletcher, senior vice president, human resources, AMN Healthcare Services; Jay Barbuto, Leadership Center director; Laurie Jerome, vice president of talent management, Experian; and Scott Sherman, executive vice president, human resources, Allergan. Speakers not pictured included Ian DiOrio, young adult pastor, Eastside Christian Church; Jean Twenge, professor of psychology, San Diego State University; and Russell Williams, president, Passkeys Foundation and The Ethical Edge. The next Leadership Conference will be held in spring 2013.

2013 Real Estate Forum

The Real Estate and Land Use Institute will present the 2013 Forum on Commercial Real Estate on January 31, 2013, at the Westin South Coast Plaza Hotel. Last year's event, pictured below, was moderated by Pat Donahue, Donahue Schriber, and featured a panel including Douglas O'Donnell, O'Donnell Company; Scott Sanfilippo, Greenlaw Partners; Keith Eyrich, The Irvine Company; Allen Staff, Bank of America; and Geoffrey Stack, SaresRegis.

Global Climate & Catastrophic Risk Forum

The Center for Insurance Studies (CIS) presented its second Global Climate & Catastrophic Risk Forum in mid-October on the topic "Rethinking Catastrophic Risk in Risk Management: Earthquake-Related Challenges" in partnership with the LA RIMS Chapter and their Education Day at the Beverly Garland Hotel. The keynote speaker was Dr. Lucy Jones from CalTech and the U.S. Geological Survey. Pictured above are Weili Lu, CIS director; Anil Puri, Mihaylo College dean; and Jones.

Good (Family) Business

The 13th Annual Family Owned Business of the Year awards luncheon was held Nov. 7, 2012, at the Hyatt Regency Irvine. Howdy S. Holmes, CEO, Chelsea Milling Co. ("JIFFY" Mix), was the keynote speaker. Pictured above are Rick Muth and his daughter, Veronica Slavik, both of ORCO Block Co.

MIHAYLO BUSINESS NETWORK

Mihaylo College's Dean's Advisory Board and its Executive Council play a vital role in bridging the marketing place and the classroom. These business leaders advise the college and research centers on business trends and mentor students in their fields.

Dean's Advisory Board

Cindy Ayloush, Hydraflow
K.P. "Bala" Balkrishna '78, Commercial Bank of California
John Belli, Ernst & Young
William Cave, U.S. Bank
Steve Charton '71, Islands Restaurants LP
Kevin Costner '78, TIG Productions
Bryan Fitzpatrick '78, Willis Group
Paul Folino, Emulex Corporation
Frank Greinke, SC Fuels
David Hirz '96, Smart and Final Holdings Corp.
Clark Jones, Walt Disney Parks & Resorts
Knute Kurtz, PricewaterhouseCoopers
Gary Lisenbee '73, Metropolitan West Capital Management
Robert Lucenti, Deloitte
Debra Luther '80, Exceptional Restaurant Company
Stefan Markowitz '83, Professional Real Estate Development and Management
Steven Mihaylo '69, Crexendo Inc.
Joseph Moderow '70, United Parcel Service (retired)
Anand Nallathambi, CoreLogic Inc.
Scott O'Brien '77, BAE Systems Products Group
Dennis Parrott, KPMG LLP
Geoffrey Payne '80, Tahiti Partners Real Estate Development Corporation
Lee Penrose, St. Jude Medical Center
Thomas Phelps, Manatt, Phelps & Phillips LLP
Kim Redding '80, Brookfield Redding LLC
Frank Robitaille, Armstrong/Robitaille/Riegle
Dean Samsvick '81, KPMG LLP
Ernie Schroeder '67, Schroeder Management Co.
James Woods '67, Baker Hughes (retired)
Dan Young '74, The Irvine Company

Executive Council Board of Directors

Peter Agarwal, Citizens Business Bank
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Brian Bates, Bates Coughtry Reiss
Corinne Baughman '84, Moss Adams LLP
Kevin Calcagnie '77, Robinson Calcagnie Robinson Shapiro Davis
Andrew Carroll '06, NCH Wealth Advisors
Joe Cervantes, R.D. Olson Construction
Scott Coler '85, Capital Pacific Real Estate Inc.
William Gary Crouch, Link, Murrel & Chang LLP
David DeFilippo '92, Union Bank
Yolanda De La Paz, EastWest Bank
Steve Flynn '88, Marsh Risk & Insurance Services
Vic Hausmaninger, HBLA Certified Public Accountants Inc.
Daniel Huckabay '03, Commercial Surety Bond Agency
David Kluver '89, Grubb & Ellis
Guy Knuf '87, Anderson & Knuf LLP
Alex Lopez '04, Atlantis Eyecare
Gordon MacLean '86, Ramirez Jimenez International CPAs
Michael McKennon '83, dbbmckennon
Jan Mittermeier, Cofiroute USA
Tam Nguyen '05, Advance Beauty College
Peter Stephan '78, The Pension Group Inc.

ALUMNI MIHAYLO

Accounting for Success

Manuel Ramirez knew what he wanted to focus on as soon as he earned his business degree: "Working at an international accounting firm that would allow me the flexibility to obtain my master's in tax law," he says. "And that's exactly what I did."

The normal path to make partner in an accounting firm is about 10 to 15 years; Ramirez did it at the age of 25, in just five years. He modestly says he was "in the right place at the right time," but he also knows his willingness to tackle a difficult, complex area – international tax and accounting issues – set him apart, as did his bilingual skills. "I was looking for a way to differentiate myself in the Orange County marketplace," he explains. "This specialty is extremely technical, and there's a lot of ambiguity. It's mentally challenging for me, and I enjoy balancing various countries' tax laws. We help bring clarity to those areas to make sure our clients pay as little as possible."

Ramirez was never really interested in the "usual" way things are done. As an accounting student at Cal State Fullerton in the '80s, he worked 30 hours a week while taking 18 units; as a senior, he became president of the Accounting Society. And when he graduated from CSUF in December 1987, he started his professional career off strong. "The quality of the professors and academics was high at Fullerton and allowed me to obtain a position with a national accounting firm upon graduation," says Ramirez, who will join Mihaylo's Dean's Advisory Board this fall.

Now, as managing partner/CEO of leading accounting firm Ramirez Jimenez International CPAs (RJI), based in Irvine, Calif., Ramirez works with fellow Mihaylo alumni Fernando Jimenez '96, partner in charge, tax services at RJI, and Gordon MacLean '86, a partner at RJI and an advisory board member of Mihaylo's Executive Council. The global nature of RJI's work (the firm currently serves clients in 20 countries) and its recent selection to work with DFK International, the 10th-largest association of CPAs in the world, combined with the current volatility in the world's economies, mean these alumni are definitely in the right place at the right time to help their clients. Ramirez's years-long relationships with Mihaylo faculty like Kathleen

Corinne Baughman '84, Moss Adams LLP

MIND OVER MONEY

'We use the Moss Adams accounting fellowship to fund research in the accounting area, which helps draw people doing research to Mihaylo and is important for the college's accreditation.'

Before she'd even graduated from CSUF's business school in 1984, Corinne Baughman understood that business and accounting were much more than simple bean-counting or number-crunching; she knew that managing money is just as much about relationships and personalities. "I took a psychology class at Fullerton, and I loved it," says Baughman, now tax partner at Moss Adams LLP, a leading tax, audit and wealth services firm, in Irvine, Calif. "It really interests me to figure out why people make the decisions they make as do the dynamics between business partners and family members in a business."

Combining both interests, Baughman went on to graduate with a degree in the double majors of psychology and business administration with an accounting emphasis. "Much as they seem like

The global nature of RJI's work combined with the current volatility in the world's economies, mean these alumni are definitely in the right place at the right time.

Ramirez Jimenez International CPAs: From left, Fernando Jimenez '96, Manuel Ramirez '87 and Gordon MacLean '86.

Wright and Betty Chavis help him share his real-world knowledge about accounting and tax law for the benefit of the school's programs.

But when it comes to counting his successes – which include long-standing philanthropic work and serving as president of the California Board of Accounting under Gov. Arnold Schwarzenegger – Ramirez says it's not these professional accolades that matter most to him. "My biggest success would be my ability to balance my personal life with my business life," he says. "I've been with my wife, Adriana, for 18 years. And I believe that prioritizing my faith and my family before my business interests has personally served me well. Business is not easy. If you show up to work every day, and follow through with your commitments, it gets easier." M

Lorie A. Parch

different lines of study, I remember that a lot of what we learned in my management classes was built off psychology theories, just with different examples." When Baughman launched her career – well-prepared by Fullerton, she says, and with two internships under her belt – she didn't always tell her clients about her background in psychology. "It seemed so unlike a business degree," she said. "But my clients now love it, especially with families and partners in companies that need a bit of a referee!"

Baughman has never forgotten the solid foundation that CSUF gave her, and she continues to find new ways to give back to the school. Moss Adams sponsors an accounting fellowship for a Mihaylo faculty member, for which she acts as point person. "We use the fellowship to fund research in the accounting area, which helps draw people doing research to Mihaylo and is important for the college's accreditation," she says. "The idea is to get people in place who are continuing to improve the program, keeping it up-to-date, and getting recognition for the school."

The tax expert has also participated several times as Professor for a Day in accounting, information systems, and business writing classes. "For the business writing class, I brought in a bunch of real résumés," says Baughman, who also does on-campus recruiting for Moss Adams. "I handed them out to students and asked them to guess who among the people who submitted these résumés I brought in to interview. I think they thought the bad ones were ones I made up since they laughed so hard when they read them," says Baughman, who's also served for years on the Mihaylo College Executive Council Advisory Board. "It really showed how important the school's emphasis on writing can be."

It's when she's meeting one-on-one with Mihaylo students during recruiting visits that Baughman says she really sees the college shine: "I'm out there every semester at a lot of events, and we continue to see the program producing really smart, really well-rounded individuals," she says, adding that Moss Adams draws many new employees from CSUF. "You have pride in your school, so you hope the people that we bring in are among the best. The school does a really good job preparing students for those interviews, and it's nice to see they are still spending time and effort on those students the same way they did for me." M

ALUMNI NETWORK

MIHAYLO

Kevin Costner '78

Stephen Pihl '87

Matthew Vargo '91

1960s

Jim Estes '68, '73 (business administration, MBA) was promoted to full professor after his sixth year of teaching finance at Cal State University, San Bernardino. Estes has published 23 papers and spoken at numerous academic and professional meetings. He has also appeared on CBS and cable talk shows to discuss the economy. Seven years ago, Estes retired as CEO of a $750 million financial services company in San Bernardino to teach. He is a principal in an RIA and a federal securities arbitrator.

Barbara Jalbert '67 (business administration) has been appointed president of the California Nevada Hawaii State Association of Emblem Clubs. Jalbert represents 58 clubs with 4,000 members and assists the various Elks Lodges in their endeavors to aide veterans and award scholarships to teachers of the hearing-impaired.

1970s

Bob L. Corey '77 (accounting) has been appointed chief financial officer of FrontRange Solutions, the leading provider of IT Service management solutions. Corey brings more than 30 years of executive and financial management experience.

Kevin Costner '78 (marketing) was featured on the History Channel's most-watched, three-part miniseries, "Hatfields & McCoys," and won a Primetime Emmy Award for his role.

Kitty deKieffer '78 (accounting) was named foundation executive director for Gamma Phi Beta international sorority. She has extensive experience in the non-profit sector, including executive director of the Mental Health Partners Foundation.

Tom F. Echolds '76, '79 (management, MBA) was named president of Nature's Best, the largest privately owned distributor of natural and organic products. Bringing 30 years of industry knowledge, Echolds will oversee the company as well as focus on business development. Echolds has also been involved in the creation and implementation of strategic process to directly support the profitable growth of Nature's Best.

Eduardo Jordan '72 (business administration) was named the 2012 CFO of the Year, Lifetime Achievement, by the *Orange County Business Journal*. He currently serves as CFO for Nolet Spirits, USA, which handles the U.S. sales and marketing of new spirit products developed by the Nolet family in Holland.

Eduardo Jordan '72

Brian Pugh '82

Tom Santoro '87

1980s

Kathleen Connolly '89 (marketing) is vice president of UBM Studios, a company that engages and manages digital events, environments and communities. With more than 20 years of experience in sales and management with IT media and events, Connolly will be responsible for business development and consultative services focused on leveraging virtual environments to engage with audiences of all types.

Bruce N. Dennis '83 (finance) is the postmaster for the U.S. Postal Service in Walnut, Calif. He also currently serves as the Area 4 board member for the Riverside County Board of Education. Having also previously served the Nuview Union school board, Dennis has accumulated more than 13 years of experience in the field.

Linda Falcone '84 (MBA) was named president of the Institute for Professionals in Taxation, an international organization focused on promoting the uniform and equitable administration of state and local taxation of businesses. Falcone is also a director at Ryan, a global tax service firm.

Scott Homan '84 (accounting) was nominated for the *Orange County Business Journal*'s 2012 CFO of the Year. He currently serves as CFO for City Ventures, a real estate company that offers new, green homes at an advantageous price.

David Johnson '82 (marketing) was nominated for the *Orange County Business Journal*'s 2012 CFO of the Year. He currently serves as CFO for American Vanguard Corporation, which operates in the agricultural chemicals sector.

Kitty deKieffer '78

Dean Samsvick '81

Jim Estes '68, '73

Jeremy Whitaker '96

Gordon MacLean '86

Gordon MacLean '86 (accounting) became chairman of the board for Canyon Acres Children and Family Services, a non-profit organization located in Southern California. He is also an audit partner at Irvine, Calif.-based Ramirez Jimenez International CPAs (see page 39). MacLean has more than 25 years' experience in providing accounting and auditing services.

Stephen Pihl '87 (finance) was named executive vice president of the Orange County market by California United Bank. He brings more than 25 years' commercial banking experience in Orange County to his position.

Brian Pugh '82 (marketing) has joined the Insco Dico Group, the nation's leading surety writers. Pugh will serve as the branch manager of its Phoenix office and brings more than 25 years' surety experience to his position.

Antoinette M. Rumley '89 (finance) has been named vice president and general merchandise manager of Baskins, a western apparel retailer. Rumley has 30 years' experience in the retail industry including her most recent position as vice president and divisional merchandise manager for Sheplers Western Wear in Frisco, Texas.

Dean Samsvick '81 (accounting) was named the Mihaylo College Department of Accounting's 2012 Outstanding Alumnus.

Tom Santoro '87 (finance) was recently acknowledged by Five Star Professional group and *Orange Coast* magazine as providing over-the-top service and satisfaction to his clients on behalf of Fullerton-based Crane Real Estate.

Tim Scudder '89 (accounting) is president of Personal Strengths Publishing, a global training and personal development company. Their latest publication, *Have a Nice Conflict*, reveals practical, memorable relationship building and conflict management techniques.

Sharon Suzuki '87 (MBA) is president of Maui Electric Co. Suzuki was previously manager of customer service and more recently, manager of renewable energy services. She is on the board of directors of the Maui Hotel and Lodging Association and chairs the Soroptimist International of Maui's Youth Citizenship Award. She also is a member of the County of Maui Energy Alliance and the County of Maui Community Working Group on Wasterwater Management.

Scott Vanatter '80 (finance) is the executive vice president and chief operating officer at Frontiers of Freedom, an educational institute that promotes conservative public policy.

VISION & VISIONARIES

Randall Baumberger '92

Jeffrey Van Harte '80

Verne Wagner '77

In April 2012, the CSUF Alumni Association recognized the distinguished careers and leadership of eight alumni at the annual Vision & Visionaries gala, among them were three Mihaylo graduates: Randall Baumberger '92 (MBA), president of the Paramount Studio Group and member of the advisory board of the Mihaylo College Entertainment & Tourism Management Center and the Cal State University Chancellor's Advisory Council on the entertainment industry; Jeffrey Van Harte '80 (finance), chief investment officer of the focus growth team for Delaware Investments and a participant in Mihaylo's Professor for a Day and adviser to the college's Student Managed Investment Fund; and Verne Wagner '77 (accounting), a founding member of the Women in Philanthropy support organization and one of CSUF's 50 Women of Distinction.

ALUMNI NETWORK

MIHAYLO

1990s

Luke Gibson '95 (finance)
exhibited his architectural photography of Los Angeles at the L.A. chapter offices of the American Institute of Architects. Photography has been a life-long interest of his, especially when he is capturing the ever-changing cityscape of Los Angeles.

Michael Hernandez '98
(management) was named Pura Vida Tequila Company's California managing director. Hernandez gained his experience by working with companies such as Absolut and Jim Beam. He has helped in launching several tequila brands and has spent 15 years as head of the Developmental Brands Department within the Brown-Forman Corporation.

David Hirz '96 (finance)
was named chief executive officer of the popular chain of wholesale sellers Smart & Final. In addition to assuming that position, he will also serve as a member of the company's board of directors. Previously, Hirz served as president of Smart & Final and as president of the Food 4 Less supermarket chain.

Michael Pierce '91 (finance)
is vice president of business and financial affairs at Biola University. Pierce has served in similar finance roles at the Center for Innovation and Strategic Collaboration.

Matthew Vargo '91 (finance)
performed in the Musical Theatre West production of "Monty Python's Spamalot" at the Carpenter Performing Arts Center in Long Beach, Calif. Vargo has also been a featured cast member in the popular Broadway play "Cats."

Scott Weiss '96 (MBA)
was appointed co-vice president of Client Solutions for Weber Logistics. Previously, Weiss was a member of Weber's sales team and served in business development roles for other companies.

Jeremy Whitaker '96 (MBA)
was appointed chief financial officer of Lantronix, an Irvine, Calif.-based global provider of smart connectivity solutions.

Victor Alfonso Macias '09

Dave Hirz '96

Michael Pierce '90

Saimah Chaudhry '12

Howard Bach '08

2000s

Katie Aguirre '05 (accounting)
was promoted to manager in the Audit and Business Advisory Services department for Haskell & White and has been with the company for more than five years.

Howard Bach '08 (finance)
competed in the 2012 Summer Olympic Games in London for the USA badminton team. Bach previously competed in Athens, Greece, as well as the 2008 games in Beijing, China, where he and his partner made it to the quarter finals, a first for the United States within the sport. He is currently ranked in the international top 30 in the professional badminton community.

Elizabeth Cotton '09
(international business, Portuguese) is the creator of The Project2Profit Group, a nonprofit focusing on grassroots development projects for entertainers and artists. Cotton is also the funds development chair of the Los Angeles Urban League of Young Professionals. While at CSUF, she was a part of several organizations and clubs including the Latino Business Student Association and the Future Business Leaders club.

Rana Duszynksi '05 (accounting)
has been promoted to manager of the tax department of Haskell & White, one of Southern California's largest independently owned accounting, auditing and tax consulting firms.

Nilo Ghandehari '07 (marketing)
and her team at Kapture Vision recently coordinated the dinner reception and 90th birthday party for legendary comedian Betty White at the Millennium Biltmore Hotel in Los Angeles.

Rosanne Kulju '05 (accounting)
has been promoted to manager of the tax department of Haskell & White, one of Southern California's largest independently owned accounting, auditing and tax consulting firms.

Victor Alfonso Macias '09
(entrepreneurship) successfully launched MaleStandard.com, an internet-based business aimed at recreating a man's outlook on "personal grooming." Macias derived his ideas for creating the site from his entrepreneurship classes at Mihaylo College after noticing that many men were in search of grooming tips, tricks and advice.

IN MEMORIAM

Ronald Duane Minke '78, '80

(finance and economics, MBA in finance) passed away after a hard-fought battle with leukemia. He was a chartered financial analyst and chartered investment counselor who held vice president and portfolio manager positions with RNC Genter Capital Management, PIMCO Advisors, Pacific Life Insurance Company and Transamerica Investment Services. He is survived by his wife and two sons.

Luke Gibson '95

Nilo Ghandehari '07

2010s

Billy Becerra '10

(entrepreneurship) teamed up with Skydive Elsinore to raise money and awareness for the Children's Hospital of Orange County (CHOC). Becerra and the members of his co-created grunge metal band, Rotus, hosted the charity event through Adventures 4 Charity.

Saimah Chaudhry '12

(entrepreneurship) was named one of the *OC Metro* magazine's "40 Under 40" for her early success: Chaudhry founded CookiePages, a technological marketing firm that helps small and medium-sized businesses through creative marketing, specifically through the use of social media. She has also launched Forward21, a nonprofit foundation matching students to internship opportunities in social media.

Julie Hanna Gederos '11

(MBA) was promoted to product manager of E-Commerce, Supplies and Accessories for Roland DGA Corp., a U.S.-based marketing, distribution and sales arm of Roland DG Corporation of Hamamatsu, Japan, a worldwide leader in the sign, graphic arts, fine art, vehicle graphics, UV, photography, engraving and 3D modeling industries. She joined the corporation in 2007 and previously served as the marketing coordinator.

Tam Nguyen '05

(MBA) was interviewed on CNN for "How the Vietnamese Became Salon Giants." Nguyen is president of Advance Beauty College and was also interviewed about his success by NPR (see page 11). State Sen. Lou Correa '80 honored Advance Beauty College as Small Business of the Year during California Small Business Day in Sacramento in June 2012.

Pao-Yueh Schollmeyer '07

(finance) is the staff accountant for Widner Roel PC in Bismarck, N.D.

Brandon Tarnow '08

(marketing)is the brand manager for Mitsubishi Digital Electronics America where he is responsible for increasing brand and product awareness using digital media.

TITAN PRIDE

Let your colleagues know that your superior career performance started at Cal State Fullerton's Mihaylo College!

Mihaylo College merchandise is available – including license-plate holders, window clings, magnets, mugs and travel tumblers – at the Titan Shops bookstore on the Fullerton campus or online at titanbookstore.com. A full line of Titan alumni gear is also available.

Save 25%!

On Saturday, Dec. 1, from 10 a.m. to 3 p.m., save 25% at the Titan Shops bookstore or online at titanbookstore.com – enter promo code **alumniday12** during checkout. Excludes clearance and special promotions items. Offer good while supplies last.

GIVING BACK

MIHAYLO

Students at Mihaylo College remain a top priority as we develop strategies to grow endowed funds for scholarship support, the Business Honors Program, student career services, tutoring services and the Centers of Excellence. Your gifts make a difference in serving tomorrow's business leaders. Thank You.

Individual Giving

$1,000 or more

M.D. and L.L. Ames Family Trust
Greg Arbues
Cindy Ayloush
Arthur Barter '77
Dino '77 & Maria '83 Basdakis
Corinne Baughman '84
Joan & Richard '77 Becktel
John Belli
Dan '67 & Kathy Black
Christine Braun '94
Christine '94 and Michael '91 Braun
Gregory Brunette '73
Boris Bugarski '97
Kevin Calcagnie '77
Alan Campbell
Samuel Cargill
Joseph & Paula Cervantes
Kuen Chak
Kris & Steve '71 Charton
Jonathan Christy
The Oren C Crothers Living Trust
Diane Cunningham '83
Michael Dugan
Annette Feliciani '80 & Bryan Fitzpatrick '78
Paul Folino
Joseph Formichelli
John Dexter Galang
Michael Gillmore '78
Daniel Grant Jr. '76
Joan & William '80 Gregg
Frank Greinke
Michael Groff '78
Kenneth Guchereau '74
James Gutmann '80
David Harris
Jack Hayden '75
Michael Haynes
David Edward Hays '89
Dorothy '71 & William Heide
Peter Jamieson
George Joseph
Robert Kargenian '81
Robert Kehiayan
David Kluver '89
Guy Knuf '87
Helena & Mark '79 Krikorian
Knute Kurtz
Kyle Laughlin
Alan Mannason
Laura '83 & Stefan '83 Markowitz
Todd Marumuto
Ken Masters
Michael McKennon '83
Henry Mendoza '81
Andrew Mihaylo '73
Arlene Mihaylo '01
Steven Mihaylo '69
Jan Mittermeier
A. Maurice Myers '64
Stephen Moriyama
JoAnne Norton
Scott O'Brien '77
Gretchen Oh

Following His Father's Example

A lesson learned from his father: Give back. Steven Wang '99 is the owner and CEO of a State Farm agency in Irvine, Calif., and graduated from Mihaylo College with a B.A. in business administration. While he was a student, his father donated to the college. With the current Cal State University budget crisis, Wang hopes to see his own gift to the college support future generations, and he says: "With cuts in the state's contribution to the university, students need our help and support to succeed and do well. There's no question that I got a great education at Cal State Fullerton. I am grateful for it."

Steven Wang '99, *CEO, State Farm Agency, Irvine, Calif.*

Eric Openshaw '77
Loren Pannier
Dennis '04 and Leslie Percell
Thomas Phelps
Hoshi Printer
Anil & Sharon Puri
Diane Randall '03
Kim Redding '80
Laurie Resnick '77
Frank Robitaille
Robert Ruffini '84
Dean Samsvick '81
Ernie Schroeder '67
Aruna & Ram Singhania '73
Daniel Struve '71
John & Lucille '81 Summerfield
Tom Summerfield
William Taormina
Kathleen Taylor '82
Todd Taylor '96
Gregory Terlecky
Patrick Thomas '78
Paul Treinen '90
Jeffrey Van Harte '80
Ricardo Victores '87
Steven Wang '99
Roger Weninger Jr.
Brent Whittington '98
Kimjera Whittington '98
Jean & Lance Wood
James Woods '67
Woody Young

Individual Giving

$100–$999

Brian Abrams '85
Richard Adams '69
John Aitchison '79
Sergio Alfonso '88
Julie Amador '99
Ann '07 & Gregory Andrews
Kathi Arbues
Deborah Baker
Steve Barbour
Steve Barker
Brian Bates
Michael Berny '76
Sarita Bhatt '87
Jeffrey Black '80
Daniel Bonal '74
Diane & Gregory '85 Braun
Tori Brent
Helen Ann Brogden '84
Vanessa Brown
William Bryan '02
Thomas Burnor '94
Victor Burns '88
Jeremy Burnstein '98
David Burt '77
Edward '78 & Pandora '86 Byrd
Cheryl Byrne
John '98 & Poupee Duc '94 Cabalar
Susan Cadwallader
Jean Caldwell
Stanley Calloway '78
Jeffrey '82 & Melissa Cavanaugh
William Cave
Casmir Choppy '71
Scott Coler '85 & Shannon Cook
Gerald Edward Combs
Michael Conkey '78
Kata Conlon '89
Karen Connair
Carol Cranfield
Oren Crothers '63
William Crouch
Thomas Curran '83
Michael Daly '74
Kelly Dan
Christopher Daniel '72
Dennis & Yolanda De La Paz
Peggy Deutch '85
Azeem Dhalla
William Dickerson '88
Dale Dimos '89
Thu Do '84
Jeannette Doney '85
Melinda Doster
Jessica Doucette '09
Patrick '83 & Teri '83 Doucette
Kathleen Drake
Thomas Duff Trust
Thomas Duff '65
Michael Dugan
Dan Exceen
Theodore Flati Jr. '83
Alan Floria '75
Ann Fong '94
John Fosdick
M. Wayne Foss '72
Robert Franco '71
Vincent Freda Jr.
Albert Fredman '75
Carolee Freer '66
Gary Frye '73
Camille & Thomas '86 Gackstetter
Julie & Kris '77 Gagnon
Julie Gallant '77
John Gample '75
Mitchell Geller '84
Lynn Gesnar
Fred Jehovany Giron '06
Terry Goldfarb-Lee
Jesse Gomez '73
Rafael Gonzalez Jr.
Terri Grassi '88
Gary Green '80
Gregory '85 & Lynnette Ann '85 Hahn
Patricia Handy '82
Susan Hansen '83
Tom Hardesty
David Harris
Mary Harris '99
Marcia & Stephen Harrison
Kim Hart '81
Robert Herwig '85
Ronald Hess '72
Martin Hicks '65
Mark Hizon '11
Jennifer '04 & Steven '97 Hocking
The Hoeven Living Trust
Craig Holverson
Mickey Hopkins

'They Will Return the Favor'

"It's important to support Mihaylo, because today's young people will play a vital role in shaping and managing the future growth of our community," says Joe Cervantes, senior executive vice president of R.D. Olson Construction. He supports the college both financially and with his time as a member of Mihaylo's Executive Council Advisory Board. Cervantes hopes that someday the students will return the favor by contributing and giving back as well, and adds: "I firmly believe that we can influence youth by ensuring their educational opportunities."

Joe Cervantes, *senior executive V.P., R.D. Olson Construction*

Individual Giving

$100–$999 (continued)

Andrea Frances Horwatt '89
Jodeen Howes
Jiaying Huang '00
Brian Igawa '89
Felicia Jao '04
C.A. Jensen
Frederick Jin '83
Debra '88 & Kenneth '74 Johnson
Lynn Johnson
Sue Reiner Johnson '78
Tracee Johnson
Bill Kaley
Bhushan Lal Kapoor
Adam Kath
Stacey Kato '81
Sherryl Marie Keegan '81
The Paul & Rita Keil Family Trust
Brian Kenna
Lisa Kluever '95
Carol Kolesar '83
Kucheck Family Trust
Matthew Kuhn
Kenneth Lahr '87
Linda Latz '95
Mabel Lau '96
Nadine Lauru '78
Klein Lawrence
Christopher Lee '10
Janet Whids Lee '10
Meng-Ju Lee '08
Pat Ann & Richard '06 Lee
Lela Lew '05
Marcia Lichty
Stephanie DeKelata Lilly '93
Todd Litman '82
Mui Chun Lo '11
Marilyn Lobel
Brad Maddock
Maryam Madjidi
Monique Maffei-Hester '93
Thomas Maher '77
James Manning '68
Cheryl Markel '79
Adam Markman
Sue Ellen Martin '79
Todd Marumuto
Alan McKay '95
Laurie McLaughlin
Justin McMahon '01
Michelle Mehta '11
Michael Mercado '94
Kevin Merrett '07
Laurie Milhiser '76
Joseph Moderow '70
Bruce Moock '82
Michael Moore '75
Annette Moran '84
Paul Nass '66
Debra Navarro '86
Johnny Nguyen
Tam Nguyen '05
Jeffrey Ocheltree '80
John '73 & Kathy Ott
Ginny Pace
Hema Paliwal '07
Barry Pasternack
Bimal Patel '90
Susanne Mary Paxton Fersch '79
Geoffrey Payne '80
Joe Pellkofer '83 & Maria Valdivia-Pellkofer '73
William Pemberton '75
Doug Pitchford
Allyson Ramser
Diane Randall '03
Rathmell Family Trust
Rick Rayson
Christopher Reese '04
David Reule '95
Scott Rhodes
Rufus Richardson '98
Steve Rife '88
Harvey Rosenthal '80
Herbert Rutemiller '82
The Phyllis Sakioka Trust
Anthony Sandoval '88
Stephen Schenck '79
Kerri Schiller '82
Jane '71 & Robert '70 Schneider
Donald Scott '89
John Sentovich '83
William Shaw
Susan Shigenaka '76
Mary Ann Sigler '77
Robert Sigur
Edwin Simovich '80
Ian Simovich '03
Marcelo '84 & Sarah Sroka
David Lee Starkey '09
Brian Steven Steen
Cindy & Peter '78 Stephan
David Streit '69
Lisa Sutton '84
Kenneth Swift '77
Peter Swift
Christine Tang '01
Kathy Tanner '79
Cathy Tao
Trinh-Ai Tasedan '86
Robert Taylor '67
Martha Thomason '82
Tim Thien Tran '99
Vu Tran '97
Bert Trevino '76
Mel Trudell
John Tupy '77
Joyce Urone '84
Robin Utley '11
Joyce Venegas '69
Juliann Venegas '87
Denis Vossler '71
Verne Wagner '77
Randy Wallen
Christoffer Wardell '73
Xin Wei '09
John Welton '93
David White '09
Troy Williams '91
Stuart Williger '76
Susan Wroten
Nazih Yehya '03
Bin Zhai '94

'Giving Back Just Makes Sense to Me'

They called themselves the "Bullseye Consultants," and they were victorious over eight other Cal State Fullerton teams. Part of the Target Sustainability Case Study contest sponsored by the Target Corporation, the winning team included Mark Hizon '11, who along with his three teammates created a marketing campaign for the retailer. The experience helped Hizon land a job: He is now an executive team leader, hardlines, at a Target store in Fullerton. Since his graduation more than a year ago, Hizon has been a donor to the college. "Giving back to Mihaylo just makes sense to me. Compare Mihaylo to any other program, and it is not only on top in Orange County, but right there head to head with the nation's top-tier programs," he says. "I am a proud Mihaylo donor."

Mark Hizon '11, *Target, executive team leader, hardlines*

Corporate and Foundation Giving

$1,000 or more

Advance Beauty College
Affluent Target Marketing Inc.
AIG Matching Grants Program
AITP California Southland Chapter 375
Alcoa Fastening Systems
Allergan Inc.
Allied Modular Building Systems, Inc.
Altus Economics Inc.
America (UIC) Tour Company
AMES Realty
Anaheim/Orange County Visitor
Auctoris
Auditory Instruments Inc.
Automatic Data Processing Inc.
Ayres Group
Baccash Family Foundation Inc.
Barney & Barney LLC
Bemus Landscape Inc.
Ben's Asphalt Inc.
Benefit Solutions Company
Bio-Rad Laboratories
Bird Rock Coffee Roasters Inc.
The Boeing Company
Boeing World Headquarters
Brown & Brown of California
California Bank & Trust
California Career School
California Clock Co.
California Deli Distributors Inc.
California Society of Tax Consultants Inc.
Campbell Lodging Inc.
Capital Pacific Holdings
Capital Pacific Real Estate
Cascade Pump Company
Christy's
Chubb & Son
Citizens Business Bank
City National Corporation
CJI Process Systems Inc.
Claim Crazy Inc.
Cobra Systems Inc.
Cofiroute USA
CommerceWest Bank
Commercial Bank of California
Commercial Surety Bond & Insurance Agency Inc.
Conrey Insurance Brokers and Risk Managers
Construction Financial Management Association
CoreLogic
Council for Economic Education
Crexendo Inc.
DEB Construction
Deft Incorporated
Deloitte Foundation
Deloitte Services LP
Disney Worldwide Services Inc.
Disneyworld
East West Bank
Edison International
ELLS CPA's & Business Advisors
Emulex Corporation
Entech Consulting Group
Enterprise Holdings Foundation
Ernst & Young Foundation
Ernst & Young LLP
Eshom & Son Insurance Agency Inc.
Executives Unlimited Inc.
Fairmont Private Schools
Farmers Insurance Group
Federated Mutual Insurance Company
Ferrucci Law Group
Ferruzzo & Ferruzzo LLP
Fidelity Charitable Gift Fund
The Flex Tracks LLC
Florasource Ltd.
Formuzis, Pickersgill & Hunt Inc.
Forum for Corporate Directors
Foundation for Agency Management Excellence
FreedomZone Inc.
Frito-Lay Inc.
GBS Linens
Gibson, Dunn and Crutcher
Golden Eagle Insurance
Goodwin Co.
Grant Thornton
Hartford Fire Insurance Company
Haskell & White LLP
Hayward Tilton & Rolapp
HBLA, Certified Public Accountants Inc.
Helpmates Staffing
Hill Brothers Chemical Co
HR Alternatives Inc.
Hydraflow
IMatrix Software
iMERGENT Inc.
Impact SGW LLC
Independent Insurance Agents & Brokers
Innovative Scientific Solutions Inc.
Institute of Management Accountants
Insurance Industry Charitable Foundation
Insurance Professionals of Orange County
Integrative Medical Institute
JEG Insurance Brokers
JKMurphy Advisors
JP Morgan Chase & Co.
Kaiser Permanente
Kellogg Supply Inc.
KMJ Corbin & Company LLP
Kohl's
KPMG Foundation
KPMG LLP
Landsberg
Liberty Mutual Insurance Co.
Link, Murrell & Company
Llorente Investigations Inc.
Lockwood Accountancy Corporation
MacKenzie Corporation
Majestic Realty Co.
Markzware
Marshack Hays LLP
MarVac Electronics
Mayer Financial L.P.
MBK Homes

Hydraflow Supports Potential Employees

"We are always looking for graduates from Mihaylo to step into newly created positions," says Cindy Ayloush, Hydraflow president/CFO and co-chairman. She is a long-time member of the Center for Family Business, and Hydraflow contributed toward the Muth Family Endowed Chair in Family Business as part of the campaign for Mihaylo College in 2002-08. There is a faculty office named by Hydraflow, but Ayloush's commitment didn't stop there. She also serves on the Dean's Advisory Board, and she says: "We think a college education is the most beneficial thing to the future of Hydraflow."

Cindy Ayloush, *president/CFO, Hydraflow*

Corporate and Foundation Giving

$1,000 or more (continued)

McGuinness Foundation
Mellano & Company
Mercury General Corporation
Steve & Lois Mihaylo Family Foundation
Morongo Casino & Resort Spa
Morris Basdakis Wealth Management
Moss Adams Foundation
Moss Adams LLP
MS International Inc.
NCH Wealth Advisors Inc.
Nestlé USA Inc.
New York Life Insurance Company
The Northern Trust Company
Northern Trust Corporation
Northwestern Mutual Foundation
Nossaman LLP
Orange County Business Journal
Orange County Chapter of RIMS
Orange County Community Foundation
Orange County Erectors Inc.
Orange County Tax Executive Institute
Orange Empire Chapter CPCU Society
Orange Empire Chapter Society
ORCO Block Co.
Pacific Claim Executive Association
Pacific Life Foundation
Parker Technologies
Partee Insurance Associates Inc.
Partners Federal Credit Union
Patton Sales Corp.
The Pension Group Inc.
Philatron International
Phillips Steel Company
Plastic Industries Inc.
Premier Commercial Bank
PricewaterhouseCoopers LLP
Prudential Financial
PTS Staffing
R.D. Olson Construction
RDV Construction Inc.
Rebella Accountancy Corporation
Reel Lumber Service
Risk Insurance Management Society, Los Angeles Chapter
RJI Ramirez Jimenez International CPAs
Robinson Calcagnie Robinson Shapiro Davis inc.
Rod Fraser Enterprises Inc.
Rohl LLC
RSM McGladrey Inc.
S.K. Laboratories Inc.
Saw Service of America Inc.
SC Fuels
Scherzer International
Schroeder Management Company Inc.
Shepard Bros. Inc.
SLGG Charitable Foundation
Southern Counties Lubricants LLC
Spectrum Information Service
Spencer Educational Foundation Inc.
Stack & Jagiello LLP
Stanley Black & Decker
State Compensation Insurance Fund
State Farm Companies Foundation
State Farm Insurance Companies
State Farm Insurance-Steven Wang
State Farm Mutual Automobile Insurance Company
States Logistics Services Inc.
Stonefield Josephson
Summerfield Foundation
Surety Underwriters Assocation
Target
Tax & Financial Group
Ted Johnson Propane
TEKsystems
The Tech Factory
Thoro Packaging
Tony Valentine Construction
Toyota Motor Sales, U.S.A. Inc.
Transnortad Inc.
Travelers Property Casualty
Tustin Community Bank
U.S. Bank
Union Bank of California
Union Bank of California Foundation
United Way of Orange County
US Storage Centers
Vesuki Inc.
Vinyl Technology Inc.
Wells Fargo Bank
Wells Fargo Foundation of Educational Matching
Wells Fargo Foundation
Werner Corp.
Western Overseas Corporation
White Nelson Diehl Evans LLP
Windes & McClaughry Accountancy Corp
Wood Gutmann & Bogart Insurance Brokers
Zenith Insurance Company

A Faculty Member's Investment in the Future

A Mihaylo information systems and decision sciences professor, Ram Singhania, along with his wife, Dr. Aruna Singhania, a forensic pathologist with 30 years in the Orange County Coroner's office, are generously supporting Mihaylo College and its students. Singhania is a member of the Cornerstone Society, and the couple contributed toward the 2002-08 Mihaylo College campaign. Singhania is one among the many faculty members, both past and present, who continue to believe in and financially support the college's mission to educate future business leaders.

Ram Singhania, *professor of ISDS, Mihaylo College*

Corporate and Foundation Giving

$1,000 or more

Advance Beauty College
Affluent Target Marketing Inc.
AIG Matching Grants Program
AITP California Southland Chapter 375
Alcoa Fastening Systems
Allergan Inc.
Allied Modular Building Systems, Inc.
Altus Economics Inc.
America (UIC) Tour Company
AMES Realty
Anaheim/Orange County Visitor
Auctoris
Auditory Instruments Inc.
Automatic Data Processing Inc.
Ayres Group
Baccash Family Foundation Inc.
Barney & Barney LLC
Bemus Landscape Inc.
Ben's Asphalt Inc.
Benefit Solutions Company
Bio-Rad Laboratories
Bird Rock Coffee Roasters Inc.
The Boeing Company
Boeing World Headquarters
Brown & Brown of California
California Bank & Trust
California Career School
California Clock Co.
California Deli Distributors Inc.
California Society of Tax Consultants Inc.
Campbell Lodging Inc.
Capital Pacific Holdings
Capital Pacific Real Estate
Cascade Pump Company
Christy's
Chubb & Son
Citizens Business Bank
City National Corporation
CJI Process Systems Inc.
Claim Crazy Inc.
Cobra Systems Inc.
Cofiroute USA
CommerceWest Bank
Commercial Bank of California
Commercial Surety Bond &
Insurance Agency Inc.
Conrey Insurance Brokers and
Risk Managers
Construction Financial
Management Association
CoreLogic
Council for Economic Education
Crexendo Inc.
DEB Construction
Deft Incorporated
Deloitte Foundation
Deloitte Services LP
Disney Worldwide Services Inc.
Disneyworld
East West Bank
Edison International
ELLS CPA's & Business Advisors
Emulex Corporation
Entech Consulting Group
Enterprise Holdings Foundation
Ernst & Young Foundation
Ernst & Young LLP
Eshom & Son Insurance Agency Inc.
Executives Unlimited Inc.
Fairmont Private Schools
Farmers Insurance Group
Federated Mutual Insurance Company
Ferrucci Law Group
Ferruzzo & Ferruzzo LLP
Fidelity Charitable Gift Fund
The Flex Tracks LLC
Florasource Ltd.
Formuzis, Pickersgill & Hunt Inc.
Forum for Corporate Directors
Foundation for Agency
Management Excellence
FreedomZone Inc.
Frito-Lay Inc.
GBS Linens
Gibson, Dunn and Crutcher
Golden Eagle Insurance
Goodwin Co.
Grant Thornton
Hartford Fire Insurance Company
Haskell & White LLP
Hayward Tilton & Rolapp
HBLA, Certified Public Accountants Inc.
Helpmates Staffing
Hill Brothers Chemical Co
HR Alternatives Inc.
Hydraflow
IMatrix Software
iMERGENT Inc.
Impact SGW LLC
Independent Insurance Agents & Brokers
Innovative Scientific Solutions Inc.
Institute of Management Accountants
Insurance Industry Charitable Foundation
Insurance Professionals of Orange County
Integrative Medical Institute
JEG Insurance Brokers
JKMurphy Advisors
JP Morgan Chase & Co.

Business Leader Supports and Mentors Students

A favorite among his management students, Professor Joe Formichelli believes strongly in the future of his students and supports them through his membership in the college's Executive Council and donations to the management department. "The students amaze me, and it also amazes me how efficiently this college is run," says Formichelli, who has more than 30 years experience in executive leadership positions at IBM, Toshiba and Gateway. Most recently the CEO of Celsia Technologies Inc., he employs his considerable professional success in giving his students an edge on the competition: He helps them write resumes and personally sends some of them out to companies himself. But with all his success, he says, it's the "aha" look on students' faces that he finds most satisfying.

Joe Formichelli, *business executive and lecturer in management, Mihaylo College*

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